

July 30, 1931

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CLVI, No. 6

NEW YORK, AUGUST 6, 1931



The irrefutable **STRAIGHT LINE**

BETWEEN the site a man selects for his vacation home, and the house he wants upon it, the E. F. Hodgson Company have drawn a short, sharp unswerving line. Straight through the twisting tangles of red tape it goes, eliminating time-wasting drawing of plans, time-wasting conferences with architects and contractors, time-wasting whittling of estimates, delays in material deliveries and in erection.

The site is there. Hodgson has the home, ready to ship. A Hodgson foreman awaits his orders to appear and supervise the job. Our pleasing task is to bring site and house together.

The advertising story—"built in sections, shipped ready to erect"—points the way to build, yet save financially and gain aesthetically. For those enamored of the Hodgson idea, but who wish eye-evidence of the picturesque quality and sound construction of Hodgson Houses; their gracious wedding with sea, wood and lawn, conveniently located outdoor and indoor exhibits have been arranged that invite complete surrender.

The straight line makes its irrefutable argument—with perfect calculations.

N. W. AYER & SON, INC.

Advertising Headquarters

WASHINGTON SQUARE, PHILADELPHIA

New York Boston Chicago San Francisco Detroit London

*Based on average daily circulation for six month periods ended March 31, 1931 and March 31, 1932.

Western Ad. Off.
SAN FRANCISCO
329 Kobi Bldg.



Dan A. Wallace, Directing Editor, The Farmer and Farm Stock and Home; joined The Farmer in 1905; Editor-in-Chief for practically a quarter of a century. Graduating from Iowa State College, he served his apprenticeship under his father, famous Editor Henry Wallace. A thorough understanding of farm needs has made him a recognized leader in the rapid development of the great Northwest.

Localized Helpfulness— Outstandingly 'Standard'

Helpful, localized discussion of methods for solving problems of crop culture and marketing is outstandingly a "Standard" policy.

The certainty that "Standard" editorial news and counsel represent trustworthy facts and practicable ideas, applicable to their own individual farms, makes "Standard" readers reach first for the "Standard" publication. They are vitally, selfishly interested in farming as practiced in their own territory.

In these days when farm problems are so pressing and every question of expenditure so important the wise advertiser chooses a "Standard" opportunity to sell his merchandise.

Any group selection or any single "Standard" publication is available to advertisers. One order—one billing.

SEVEN PAPERS REACHING 2,394,812 FARM HOMES

American Agriculturist
Farmer and Farm, Stock
and Home

Heard's Dairyman
Nebraska Farmer
Prairie Farmer

Progressive Farmer
Southern Ruralist
Wallaces' Farmer
Iowa Homestead

The STANDARD FARM PAPER UNIT

NEW YORK—Wallace C. Richardson, Inc., Eastern Managers, 230 Park Avenue.

CHICAGO—Standard Farm Papers, Inc., Daily News Building.

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLVI

NEW YORK, AUGUST 6, 1931

No. 6

Hand-to-Mouth Production Isn't the Answer to Small Orders

Hand-to-Mouth Buying Will Continue—How Can the Manufacturer Meet It?

By C. B. Larrabee

PERHAPS the most unfortunate aspect of the turnover principle, which was preached so vigorously a few years ago, is that it turned too far. In fact it turned and bit the hand that fed it. The manufacturers who had been loudest in their recommendations that retailers get plenty of turns per year found themselves suddenly plagued with the disease called hand-to-mouth buying.

They began to complain bitterly about this disease even when business was booming. It was blamed as a heavily contributory factor to profitless prosperity. The large cost of small orders was said to be eating up the profits.

Then, bang! June, 1929, slipped stealthily through financial history and the depression was on, although business didn't learn of the fact until October. Now it happens that hand-to-mouth buying is one of the phenomena of a depression period and so what had been considered a plague gradually became just an attendant circumstance.

Today, however, a number of manufacturers who are fond of looking ahead more than ninety days are beginning to wonder just what will happen to hand-to-mouth buying when business begins to turn upward. Less far-seeing manufacturers have answered the question for themselves by the simple system of turning to hand-to-mouth production. "If dealers are going to buy in small lots," they reason,

"we, by George, will manufacture in small lots."

The result is a condition that is quite prevalent in several industries. Several clothing manufacturers, I am told, are making up very little advance merchandise beyond orders. A large woolen company, for the first time in its history, has notified its customers that it will not fill orders submitted after a certain date. Department-store executives have complained that when they have come to re-order certain ready-to-wear items which have proved unusually popular they have been told by the makers of these items that stocks are exhausted and orders will be filled on a thirty-day basis, which happens to be about twenty-nine days too long for a style item.

Obviously such expedients aren't correctives. They encourage retailers to restrict their orders, which is quite the reverse of what the manufacturer expects. "Evidently," reason the dealers, "the manufacturers are looking for a hard winter. Maybe we'd better not commit ourselves too heavily." Consumers, unable to buy what they want, either get something else or, what is more likely, put their money back in their pockets with the comforting thought that a penny saved is a penny earned. Thus prosperity sneaks a little farther around the well-known corner.

There are some manufacturers, however, who have looked into the future and have seen, so they be-

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lieve, that hand-to-mouth buying, like any habit, will not be cured by the simple fact of a rise in the business curve. Therefore, they are adjusting themselves to the condition with the idea that by and large, no retailer will find them wanting when he sends in his small order. Many of the plans which are being used today were created back in boom days. They have been modified or extended, to be sure, but modifications have been brought about because of wise expediency.

Here is what a hosiery manufacturer says about the situation:

"While the practice of hand-to-mouth buying by retailers is being carried out in a more exaggerated form today than ever before, it is also being more carefully controlled by the retailers, particularly by the more up-to-date retailers. We believe this practice is a good thing (note that, you complainers) and have met it with hand-to-mouth selling with the result that we are operating on a stock which is just about half what it was last year. We must, of course, maintain closer control of such a stock. In addition we must also protect ourselves against those merchants who have not established good control over this practice."

Superficially we might place this manufacturer in the category with those of his fellows who are retarding progress. However, there is a big difference—and this difference lies in the word, "control". Let's see, then, some of the methods that are being used to exercise this control which should help us emerge from this bottom where we have been bumping along these several months.

The first necessity of a good plan is close contact with dealers and jobbers. The manufacturer today must know more about his customers than he ever knew before. Some firms not only know their dealers' names but what they have bought, are buying and, in all probability, *will buy*, and the latter is the important factor. In some cases they can predict the future by studying the past. In others they predict it because, often with great subtlety, they are going to do what

amounts to the dealer's buying.

A few years ago the idea of customer inventory was considered too complicated and too visionary to be practical. Today many companies have in their records complete data concerning the purchases of all their customers along with additional data concerning kind of stores, location of stores, local consumer preferences, etc.

Why doesn't the National Biscuit Company sell a certain type of chowder cracker in New York City when it sells that cracker in Boston? The answer is because it knows consumer preference. That, of course, is a simple example and doesn't reduce the problem down to individual stores. Some makers of bulky merchandise do reduce the problem to the store and know why Smith on Bond Street buys certain items while his neighbor Jones of Poor Street, two blocks away, buys others.

Customer inventory need not be a complicated matter. In fact, if it is too complicated it defeats its purpose. A simple record system made up of cards which can be interpreted at a glance by an experienced interpreter is in use in many plants.

Some kind of customer inventory system is essential to any scheme of business prediction and, as will become more obvious as we go along, sound business prediction is necessary to any solution to the hand-to-mouth situation.

An Essential

Some companies have been successful in meeting their hand-to-mouth problem by using model-stock plans. Simply stated the model-stock plan is a system whereby the manufacturer makes recommendations for certain model stocks to fit various types of stores. These plans are built on minimums as well as maximums and take care of reorders almost automatically.

There are dealers who want to feel that they carry a full line of merchandise but who won't gamble the necessary dollars to put in full stocks. For these dealers model stock plans built around a fairly large skeleton assortment may be

Christian Herald has a larger circula- tion to-day than at any time in the last ten years —

More important than anything we can say about the success of Christian Herald as a *monthly* is the simple statement that—the average net paid circulation for the first six months of the year is 220,674—5,536 ahead of last year.

This circulation growth results from publishing stories and articles by such distinguished writers as Zona Gale . . . Bruce Barton . . . Margaret Sangster . . . William Lyon Phelps . . . Eddie Guest . . . Seth Parker . . . Earnest Elmo Calkins . . . Edwin Markham and similar popular writers.



CHRISTIAN HERALD Monthly . . . 25c a Copy

GRAHAM PATTERSON	-	-	-	Vice-President
J. PAUL MAYNARD	-	-	-	Advertising Manager

solution. For more than a decade counter-books, which are essentially mail-order catalogs used by dealers to sell consumers, have been fairly widely used. With a counter-book a dealer can carry a small stock of essential items and yet feel that he has a full line at his disposal in a few days. If he hasn't just the item a consumer wants, he shows her the item nearest like it, then shows her its picture in his counter-book and orders the item for delivery in a few days. Obviously if the manufacturer hasn't planned to fill the order the value of the counter-book is lost. It is here that sound prediction is necessary on the part of the manufacturer—in order that he will have an in-stock department sufficiently equipped to take care of orders.

How Branch Offices Can Help

The branch office occupies a strategic position in relation to model stocks and customer inventory. Some companies make the branch office entirely responsible for customer inventory, letting the branch take care of the details and records. Others require a duplicate set of records—one for the home office, another for the branch office. A well instructed, wise branch manager, by reason of his closeness to the customers in his territory, can do a lot toward making sound prediction possible just as he can be of great help in watching model or skeleton stocks. In some instances he can perform a warehouse function, controlling spot stocks, making quick deliveries. If he does warehouse work, however, he must have an excellent inventory system so that the manufacturer does not have too much merchandise tied up in too many distributing centers.

Manufacturers who wish to keep production in line with hand-to-mouth buying should keep a careful eye on dealer advertising. Often what the retailer advertises will tell an interesting story, not only of how much of the manufacturer's merchandise he is selling but also of how much and what kind of allied merchandise.

Where salesmen call on whole-

salers rather than direct on the trade it is still possible to work out customer inventory and model-stock systems. The Armstrong Cork Company, for instance, keeps its jobbers informed every day on what items have been shipped to customers, including not only merchandise but also dealer helps, etc. Linoleum is, of course, bulky merchandise. How about groceries or cosmetics?

Here admittedly the problem is much more difficult. In many instances the manufacturer lets the jobber do the worrying. This, however, is not quite fair, and in addition may eventually work out to the harm of the manufacturer. Those companies that distribute solely through jobbers and in addition distribute small-unit merchandise should take cognizance of the situation and co-operate with the jobbers as much as possible. This co-operation in many instances will consist of working out modifications of plans used by companies dealing direct with retailers or combining direct and jobber.

One of the saving factors in the shoe industry has been the development of good in-stock departments. There are a number of companies in this industry who are giving twenty-four hour service in their in-stock departments and who have educated dealers how properly to use these departments.

A good in-stock department is based primarily on two factors: First, good business prediction on the part of the manufacturer, and, second, simplification of styles.

Good business prediction is based on a number of elements. Style trends, business conditions, developments in allied industries, and many other things enter into business prediction in order to gear production to sales. This is a subject that has received far too little study outside of certain large industrial concerns but the development of hand-to-mouth buying has made prediction, even if only in crude form, an essential.

Simplification, of course, is based on good prediction. The shoe manufacturer can cut his line from

(Continued on page 128)

98.8% of R. I. Homes Wired for Electricity

What a MARKET!

Out of 165,811 families in Rhode Island there are 163,755 domestic electric lighting customers.

It is estimated that electrical refrigeration sales for the first six months of 1931 totaled over 3,000 units, or approximately \$700,000.

These Rhode Islanders are urban people. They live well. Per capita expenditures are 13%—luxury purchases 45%—above national averages.

In a market so strikingly concentrated and well prepared, persistent aggressive selling will bring immediate reward and extraordinary cumulative returns.

*—And what an
Advertising
Leverage!*

**Journal-Bulletin
FAMILIES**

In Providence

19 OUT OF 20

In Rhode Island

2 OUT OF 3

*of all families
who read English*

The **PROVIDENCE
JOURNAL and BULLETIN** 
Dominating **New England's Second Largest Market**

Representatives

CHAS. H. EDDY CO. **R. J. BIDWELL CO.**
Boston • New York • Chicago • San Francisco • Los Angeles • Seattle



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Heiress to Your DESTINY

"She is still a little girl to her father". . . but the yardstick and the calendar and the strange questions that she keeps asking prove that soon now she will be a woman. Soon now she will be a buyer of virtually all kinds of merchandise. She will be ready for YOUR merchandise if your merchandise is ready for her!

She is not going to think exactly as her mother thinks. She is not going to use exactly the same things. Just as her forbears scrapped the bustle and the pin cushion, she and her young companions will scrap . . . what?

Not YOUR product, certainly, if you make it and sell it skillfully to meet their demands as they appear in your market, and if you speak their language when you advertise.

The J. Walter Thompson Company is an active student of the new markets that the changing ideas of the new generation are constantly creating.

This company keeps watching and interpreting the enthusiasms, the recreations, the dislikes and the indifference of every new generation in behalf of the distinguished clients whom it serves . . . from seven cities in the United States and from the center of every large population area of every land, except Russia and China. And offices will be opened in those two countries just as soon as conditions warrant.

J. Walter Thompson Company

New York • Chicago • St. Louis • Boston • Cincinnati • San Francisco
Los Angeles • Montreal • Toronto • London • Paris • Madrid
Berlin • Stockholm • Copenhagen • Antwerp • Alexandria
Port Elizabeth • Buenos Aires • Sao Paulo • Bombay •
Melbourne • Sydney • Batavia • Wellington • Osaka

Pepperell Backs Its Manufacturer-Customers to the Limit

It Enables Them to Use Pepperell House Mark, Advertises Their Products Nationally, and Offers Guarantee to Consumers

By Bernard A. Grimes

ONE of the most widely known trade-marks has been redesigned to enable it to work more efficiently not only for the products of its owner but for the products of manufacturer-customers as well. This move on the part of the Pepperell Manufacturing Company, Boston, is made to accomplish two purposes:

To bring to each manufacturer, who is making products of Pepperell fabrics, full opportunity to benefit from the good-will Pepperell has created for its fabrics.

To go to the limit in assuring the buying public that, wherever the Pepperell mark appears on merchandise, that merchandise is backed by a guarantee of refund by the Pepperell company if the goods do not meet with the full satisfaction of the buyer.

In addition to the use of the house mark on manufacturer-customers products and the support of a guarantee by Pepperell, the company also is going to advertise the products of these various manufacturers in periodicals. This three-star campaign is expected to be of tremendous help to those manufacturers who have obtained the Pepperell franchise in their fields. As the new program helps them in winning new customers through the merchandising and advertising support given them, Pepperell will share in the increased sales.

Magazine copy will feature the simplified trade-mark. It will talk about Pepperell fabrics in general, then will take up Pepperell sheets and pillow cases. In the general discussion it is pointed out that the company makes many other fabrics in addition to its well-established sheets. There are in all seventeen manufacturers making a variety of products into which Pepperell fabrics enter. The

Pepperell company and its franchise manufacturers market a total of 412 different products.

Each advertisement will, in the right-hand column, feature the products of four franchised manufacturers. The products are tied up with the Pepperell name, such as Lord Pepperell shirts, made by the Wachusett Shirt Company; Lord Pepperell pajamas, made by Steiner & Son; Lord Pepperell shorts, made by the McLoughlin Manufacturing Company, and Pepperell-Nofade shirts, made by



● Lord Pepperell Shirts

In white, and other that will not shrink or fade; a full range of sizes in both neckband and collar attached styles. A remarkable value at \$1.65. Made of a Pepperell fabric by Wachusett Shirt Co., of Litchfield, Mass.

● Lord Pepperell Pajamas

Made of the same Pepperell Broadcloth used in Lord Pepperell Shirts, in white and in solid colors. A splendid value at \$2.50. Steiner & Son, Inc., 200 Fifth Ave., New York City, makes them from an extra value fabric.



● Lord Pepperell Shorts

Finest per-branch long-wearing Pepperell Broadcloth. Fit perfectly when first worn, and after many washings. Sell for \$1.00 at leading stores. Made by McLoughlin Mfg. Co., 200 Broadway, New York City.



● Pepperell-Nofade Shirts

Striped and fancy shirts, tailored of fade-proof Pepperell fabric, in both neckband and collar attached styles. They are known "huggins" at the low price of \$1.35. Commercial Shirt Co., 1239 Broadway, New York City, makes them from Pepperell fabrics.



Portion of an Advertisement Showing How the Products of Franchised Manufacturers Will Be Featured

IOWA SHOPPERS IN DES MOINES INCREASE 15%

Checkup Shows 411,460
Iowans Visited City in
Autos in June.

Shoppers are coming to Des Moines by automobile this year from beyond the boundaries of Polk county at the rate of 6,252,600 annually.

This figure, based on the annual June survey of incoming private automobile passenger traffic represents a gain of 15 per cent in passengers from Iowa outside of Polk county as compared with 1930, and an increase of 46 per cent in passengers from other states.

The survey, taken by the Retail Merchants bureau of the Chamber of Commerce, showed that during June, visitors coming via automobile from beyond Polk county numbered 521,050. Of that number 411,460 were from Iowa points outside of Polk county. The remaining 109,590 came from other states.

Men stationed on the ten arterial highways entering Des Moines counted the traffic. The first number on an Iowa motor car license identifies the county in which the car is registered.

Des Moines' main street is 375 miles long . . . it reaches from the Mississippi to the Missouri river . . . paved all the way and The Register and Tribune is read on both sides of the street.

the Commercial Shirt Company.

Obviously, with so many different manufacturers in different lines using the Pepperell label, it is impossible to feature each manufacturer in every advertisement. After a great deal of careful planning, each manufacturer has been informed, the company has worked out a means of featuring his mer-



With Slight Changes the New Pepperell Design May Be Used in Every Field—Two Examples Are Shown Here

chandise. He is told in what issues and in what publications advertising of his products will appear. He is urged to lay plans to capitalize this support by lining up his retailers and planning events to tie in with the national campaign.

This advertising support, manufacturers are told, costs them nothing, constituting "a plus service that goes with Pepperell merchandise to you because you were wise enough and keen enough to see the possibilities in getting the label franchise." Free of charge, each manufacturer will receive 100 proofs of advertisements featuring his merchandise. Additional quantities will be available at cost.

The Pepperell trade-mark is an adaptation of the Chinese dragon.

This mark was adopted, following its use to identify Pepperell products when these were entering the Far Eastern markets. It was soon taken over as the trade-mark for the line. The design has been simplified and now, with slight variations, it will be used to identify any and every Pepperell fabric.

Flexibility in the new design permits its use, with only a slight change, in every field. This change is made in the wording that appears immediately under the dragon trade-mark. There are six such house-marks featuring "Fabrics," "Prints," "Bleached Jeans," "Pin Stripe," "Pin Check," and "Foulards."

With the incorporation of the products of manufacturer-customers in its own advertising, Pepperell has gone all the way in supporting the products that it so advertises to the public. Each advertisement carries at the bottom the following guarantee: "Go into any retail store and buy a sheet or other article bearing this Pepperell mark. Take it home and examine it at once. If you are not entirely satisfied with what you have bought, return it to us with the sales slip, and we will refund you the full purchase price."

This guarantee strikes a new note in manufacturer-customer relations in the cotton fabric field.

Byers Account to Go to McCann-Erickson

Effective October 1, 1931, the advertising of the A. M. Byers Company, Pittsburgh, manufacturer of genuine wrought iron pipe, and forging iron, will be handled by the Chicago office of McCann-Erickson, Inc.

W. N. Perry, General Manager, Jacksonville "Journal"

W. N. Perry has been appointed general manager of the Jacksonville, Fla., *Journal*. He succeeds the late W. C. Tunks. Mr. Perry is a brother of J. H. Perry, owner of the paper.

La Palina Account to B. B. D. & O.

Batton, Barton, Durstine & Osborn, Inc., has been appointed by the Congress Cigar Company, Philadelphia, to handle the advertising of La Palina cigars.

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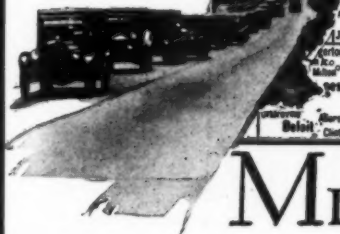
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Buying Power Yardsticks No. 3



MILWAUKEE

Fifth in Automobile Ownership

AMONG the seventeen counties in America in which are located the thirteen cities of more than 500,000 population, Milwaukee county ranks

- 10th in passenger automobile registrations
- 5th in percentage of population owning cars
- 5th in automotive sales per capita

Milwaukee Journal Tour Club activities and good roads have contributed to this large volume of automotive buying—but good incomes are chiefly responsible. Milwaukee county ranks fourth among the larger counties in the proportion of population making Federal income tax returns—60% above the national average. More people here can afford automobiles, radios, electric refrigerators, everything that lifts the standard of living. And you can reach practically all of the able-to-buy families in Greater Milwaukee at one moderate advertising cost through The Milwaukee Journal.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

thorough Trading Area Coverage Through One Newspaper!

G o i n g o ... T O G E T H E R



Chicago was founded in early days as a trading post and today, in the most modern sense, Chicago is still a trading post. Its service has always extended to meet the demands of progress.

The Chicago Daily News was founded more than fifty years ago to reflect and inspire this new and growing metropolis. It was dedicated to serve all Chicago by being counsel and companion to the constructive and decent forces of this city. Its original idea, still a dominant policy, increases in importance as the years go by.

For, from its inception to the present hour, *Chicago Daily News* have been serving the present and approving the future—together!

The clientele of *The Daily News* has been determined by the practice of definite constructive policies over the whole period of its publication. As a result its clientele is the Chicago that embraces all the wholesome interests of a great cosmopolitan center. It is concerned in the widest range of human activities.

nowhere OTHER

ities. The multitude of homes it serves is the cultural and business backbone of Chicago's life.

The result of this intimate association is a relationship unique in the field of American newspapers. For just as *The Daily News* concentrates its circulation in Chicago, so Chicago vests its confidence in *The Daily News*.

This confidence between city and newspaper is proved by the fact that six days a week *The Daily News* publishes more advertising than any other Chicago daily newspaper. Continuously, year after year, it carries more department-store advertising than any other Chicago newspaper, daily and Sunday combined. Its leadership in all sales efforts admittedly primarily to the home is a recognized trade axiom of metropolitan Chicago.

Advertisers who want to go somewhere with business in Chicago have learned by results that the selected 440,000 homes who read *The Daily News* comprise Chicago's most valuable market.

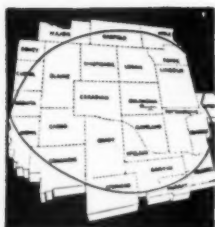
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THE CHICAGO DAILY NEWS

CHICAGO'S HOME NEWSPAPER

•
a series of advertisements appearing in metropolitan newspapers

to INCREASE SALES IN THE OKLAHOMA CITY MARKET

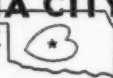


Concentrate Your Advertising in the Oklahoman and Times . . .

To increase your sales in the Oklahoma City Market at the lowest cost a unit, your advertising should be concentrated in those media that reach the largest number of the 1,021,000 people in this area at the lowest milline cost. The Oklahoman and Times are the only newspapers that meet those two requirements. . . . The Oklahoman and Times give the advertiser 16,659 more circulation in the Oklahoma City Market than all 22 other dailies published in this area combined, including the third Oklahoma City newspaper. On the basis of trade area circulation only, 161,205, the milline cost of the Oklahoman and Times is 60% less than that of the 22-paper combination. . . . Furthermore, the Oklahoman and Times contact a \$143,339,000 spendable income (based upon number of reader families) at the low cost of 3.9c per inch per million dollars. . . . The profitable sales opportunities in the Oklahoma City Market can be developed at one low advertising cost with an adequate schedule in the Oklahoman and Times.

The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

OKLAHOMA FARMER-STOCKMAN
E. Katz Special Agency



RADIOPHONE W.K.V.
Representative

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"Oh, That's Just an Advertising Argument"

SOME Day, That Remark May Be Changed to: "Oh, It Must Be So Because I Read It in the Advertising"

By Edwin B. Self

"OH, that's just an advertising argument" is an expression that hops all too easily off the average tongue. Offhand, its frequency would seem to indicate that something should be done about it.

In considering the matter, it might be well to turn the mind backward to the time when advertising, such as we know it, was young. We can leave out the ages of hieroglyphics and bonfires on hilltops, and start with the American pioneer who found out that by placing a notice in the struggling county press he could dispose of his milch cow. All he had to do was to tell about his cow in a few words and make known the fact that he wanted to sell it. This was at a very naive age when virtue and truthfulness were not considered, by the multitude at least, as characteristics indicative of a weak mind and lack of backbone. Which leads us to the reflection that Trader Horn spoke not without merit when he said that he always held the Puritan to be slightly above par.

However, in those same days, there existed a heterogeneous strata of humanity, not without their color and sentiment, which found sport and no lack of profit in glowing and highly gymnastic exaggerations. In exaggeration without conscience. These gentry sold guaranteed cures for all kinds of dreadful ills, sealing wax, lightning rods, gold bricks and what have you? The leading horse trader in every community was not without the art, although, even so, still a gentleman.

Naturally keen, and observant above the average, these romantic pick-pockets quickly discovered that if it were possible for the Puritan to sell the aforementioned milch cow by simply telling the truth

about it, how much easier it would be to sell a herd of cows by stepping-up the tempo of the argument.

And so it came about that untruthfulness crept into advertising, as untruthfulness and chicanery will creep into the character of a growing child if he is permitted to discover that there is more pleasure and profit in telling falsehoods than in sticking to the truth. Early advertising, like a new-born babe, was forthright—amoral—beyond good and evil. To carry our analogy a step further, advertising, like a child that knew not the salutary influence of intelligent and honestly motivated discipline, grew rapidly, as children sometimes grow, into a somewhat contemptible creature, even if laudable in the main.

Along in the early stages of advertising, of course, lying was not quite so subtle but the knack and fine points of the practice developed at a great pace. By the time the prophets of honor and the disciples of a fair shake entered the picture—and began the long and thankless job of campaigning for honor on the ground that it is good business—well, by that time, it was a case of teaching an old dog new tricks. And just about then Mr. Public himself began to sit up and take notice. Diabolically, as such things sometimes go, the very efforts of the enlightened minority to raise the ethics of advertising called to the attention of Mr. Public that, on the whole, advertising didn't have any ethics to speak of.

Now I would like to inject here a digression that is partly personal opinion and might be designated as philosophical rather than historical.

Not so many years ago, automobiles made with collapsible tops

carried, as necessary parts of the working apparatus, outside arms that collapsed along with the tops. These outside arms, for the purpose of adding a distinguishing touch, were often of a fancy design. When the first all-closed types were produced, with tops that did not collapse, the outside arms were retained, for decorative purposes purely, because it had been customary to see them. This, in spite of the fact that their actual utility had been reduced to nil. Now, however, they too have departed from us.

So it has been in the advancement of design in the case of most man-made things. Improvements have routed outgrown principles and practices, not by storming the field, but usually by degrees, a step at a time.

In the practice of advertising, those who would plead for sanity, sense and truthful statement had to contend and still have to contend with the disheartening fact that Mr. Public, waking up too soon, had and has grown aware of the prodigious employment of exaggerations by the practitioners of advertising. Mr. Public, on the whole not being without shrewdness, saw, too, and still sees, that despite the exaggerated statements all too often met with, advertising, taken as a whole, has worked a great service for him. And again his shrewdness serves him. He suspects that if there weren't any advertising, his condition would not be so healthy and happy as it is. And here is where we require the attitude of philosophy.

Standards of Living Have Been Raised

In spite of the falsehoods and Barnum methods of the mountebanks—and to some extent because of these very things—the standards of living have been raised, an obvious and indisputable fact, and things once luxuries for the few have literally been rammed down the throats of the many as necessities. The progenitors of advertising and its active heirs of today, regardless of their good or bad intentions, their honesty or dishonesty, have done a good job which I

somehow imagine Mother Nature had intended them to do. And Mother Nature, sometimes against the protests of the moralists, has a habit of working out her own destiny.

Today, however, the economic aspect of advertising clamors for more attention than the purely moral aspect; not forgetting, as paradoxical as it may sound to some, that the two are even more close than blood-brothers. With this rather long preliminary, let's now return our attention to what is going on in the mind of Mr. Public.

It is impossible to speak of Mr. Public and include all and sundry. At least impossible when you begin prying into his consciousness on the unsound assumption that it is a single mind you are looking into. Minds differ. It is the consoling thing about life and our one hope of progress and ultimate salvation as a species. There are, however, certain portions of the public which I will term, for the purpose of allegory, as individual Mr. Publics. Not for one moment do I make the preposterous claim that I know them all, but here are a few that I feel quite certain exist:

Not forgetting the very good points of his child (referring to the practice of advertising, of course) there is a Mr. Public who is rather prone to smile at, and forgive in some measure, the bad antics of his otherwise meritorious youngster. This Mr. Public is made up of those persons slightly more discriminating than the average, and less likely to accept as solemn truth all that they read in the newspapers.

Perhaps the tolerance of this Mr. Public is not exactly a good thing for advertising. Perhaps he should spank the boy and make him put on long pants. Yet, even so, there are serious questions to be answered and the dangers of over-done solemnity, truth at any cost, dignity before all else, and virtue to the exclusion of all humanity should not go without consideration. And if we dry up the element of humor we have less a man.

You who read PRINTERS' INK,

do you many laughing their strength which "Oh, tument is that fies the tude of somew rather say to perhaps I know and the sibly ha my pro their p not, bu average There develop picking and suc terest to as seen such ad terested putting haps it adopted possesse opening vertising a basic Of co hard-fas as this though, ing that Mr. Pul him or t away fr interest, to exist i papers. for lack cal deve steady in advertisin And th great thi the adver this Mr. sible for self in hi and it is in high him, it i vantage t

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do you not know, not one but many good people who, either laughing out loud or smiling up their sleeves, buy products on the strength of advertising claims which they would and do term as "Oh, that's just an advertising argument"? Their attitude, of course, is that the residue of virtue justifies the purchase. And the attitude of the purchaser resembles somewhat the attitude of certain rather intelligent play-goers. They say to themselves, unconsciously perhaps, but nevertheless, "Now I know that all of this is not so, and the most of it could not possibly happen, but still I can extract my profit." Sometimes they get their profit and sometimes they do not, but they trust to the law of averages to take care of them.

There is a Mr. Public who has developed a sort of sixth sense in picking out those advertisements and such advertising that is of interest to him without even so much as seeing those advertisements and such advertising as he is not interested in. He has succeeded in putting on a strange armor—perhaps it would be better to say has adopted a blinker system—which possesses the peculiar magic of opening up for the entrance of advertising only when it is keyed to a basic interest pertaining to him.

Of course, it isn't so simple or hard-fast in its working efficiency as this may sound. It is true, though, that most of the advertising that isn't of importance to this Mr. Public has ceased to bother him or take too much of his time away from the main line of his interest, simply because it happens to exist in his magazines and newspapers. This protective instinct, for lack of a better word, is a logical development caused by the steady increase in the volume of advertising in general.

And this protective instinct is a great thing for the man who pays the advertising bills as well as for this Mr. Public. It being impossible for one man to interest himself in high degree in all matters, and it is only by interesting him in high degree that we can sell him, it is to the advertiser's advantage that this Mr. Public grow

ever increasingly proficient in throwing off advertising that does not fit him. In one case and with one individual, it might be one thing. In another case, another, and so on *ad infinitum*. Thus this Mr. Public can let his eyes wander where they will, scan his magazines and newspapers and posters without undue pain or strain, and yet not overlook that which it is befitting he give genuine attention to.

What Mr. Public Reads

There is, too, that Mr. Public who prefers to read advertising to all things else and does so with all the time at his command. Not being able to read all advertising, he reads all that he is able, and thus develops, with varying degrees of success, the ability to pick out the point magnificent, as it relates to himself, from the verbiage and wild flowers that oftentimes surround it. Perhaps I should have told about this Mr. Public first because when he wearies (momentarily reducing him to a single individual) he generally steps over into the class of the Mr. Public described immediately before. Or he throws up the sponge and devotes himself henceforth to the movies.

There is another Mr. Public, although there may not be quite so many of him, and I am sure that he reads the advertisements for the pure fun of catching Mr. Advertiser in what he would call a black-face lie. This Mr. Public, lacking the flexibility of mind which allows for differences, is convinced that all advertisers are crooked, because he knows for a fact that a certain number are. A disagreeable specimen and a born skeptic on all matters.

And, of course, there is still another Mr. Public—and I am afraid there are a lot of him—whose innocence and faith in humanity is such that he invariably believes the last thing which is told him.

When we stop to consider all that has gone before, we are almost certain to come out pretty close to this point; the most difficult thing to overcome in all selling is the mental inertia of people in general. And people in general are

always more fascinated by the spectacular than they are by the cold facts, no matter how great the measure of their true worth. It is the element of the spectacular, the emotional and dramatic twist, which engenders interest and enthusiasm, and without interest and enthusiasm there is no sale. Thus it would seem that the advertiser should be given some margin on which to wax enthusiastic over his wares. If he isn't enthusiastic, then Mr. Public, in general, isn't either.

The point, naturally, is to determine how wide a margin. It is a big subject, and here's something that really makes it hard. Mr. Public, the American Mr. Public anyway, has grown so accustomed to having things changed before his very eyes that he is a bit unhappy if someone isn't always announcing a new and revolutionary discovery or improvement. And the new and revolutionary discovery and improvement always gives birth to red-hot adjectives and punch-drunk superlatives.

Certainly we might all agree that the margin for enthusiasm stops at that point where to go beyond would be to tumble sincerity—or the impression of sincerity—into the black pit of distrust. The margin, too, looking at the matter purely from the point of view of the advertiser for the moment, depends largely on the intelligence and point of view of the people he is trying to reach and sell.

It all gets down to this: that the measure of dishonesty and untruthfulness found in advertising is in ratio to the ignorance and cupidity of the people that tolerate it. Mainly the ignorance. And that ain't no lie.

Fortunately for advertising, I rather imagine it is growing better somewhat more rapidly than the rise in average intelligence, but the average intelligence remains a mighty important determining factor.

Undoubtedly the Better Business Bureaus, etc., are doing their share. Real help, however, will come from the inside when it all works around to the point where the advertiser himself is convinced

that to stick strictly to the truth is better dividend insurance.

Perhaps the day may come when the average Mr. Public will say, and mean it, "Oh, it must be so because I read it in the advertising." But just because that day isn't quite yet with us is no reason to despair. Rome isn't the only thing that wasn't built in a day.

El Dorado "News" and "Times" Add to Staff

W. M. Thomas has joined the staff of the advertising department of the El Dorado, Ark., *News and Times*. He was formerly on the advertising staff of the Nashville *Banner* and at one time operated his own advertising business at Wichita Falls. Another new member of the El Dorado *News and Times* advertising staff is Glenn R. Ross, who recently was with the Ewing newspapers. C. K. Koonce has been appointed classified advertising manager of the El Dorado papers. For the last five years he has been with the Dallas, Tex., *Times-Herald* and the Memphis *Commercial Appeal*.

New Accounts to Dauchy

The Durable Toy & Novelty Corporation, New York, has appointed The Dauchy Company, advertising agency of that city, to direct its advertising account. A campaign, to begin in the fall, will make use of magazines, newspapers and business papers.

The Simpson Products Company, Terre Haute, Ind., has also appointed the Dauchy agency to direct its advertising account. A test campaign, featuring the company's prepared dog food, will be started late in the summer.

Erwin, Wasey Advance T. N. Tveter

T. Norman Tveter who has served in the service detail and media department of Erwin, Wasey & Company, in both the Chicago and New York offices since November, 1922, has been advanced to the position of space buyer to assist the present space buyers, L. J. Delaney and John W. Sturdivant.

G. A. Rosette with Peck Agency

George A. Rosette has joined the Peck Advertising Agency, New York, as an account executive. He was formerly with Rudolph Guenther-Russell Law, Inc., and Paul Mathewson, Inc., both of New York.

National Cash Register Account to Geyer

Frederick B. Patterson, president of the National Cash Register Company, Dayton, Ohio, has announced the appointment of the Geyer Company of that city as its advertising agency.

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New York: D

NEWS CITY CIRCULATION IS

94%

HOME DELIVERED
By REGULAR CARRIER

On December 7, 1894,—when The News was 25 years old—its founder, referring to his original plans, wrote: "My idea was to make a newspaper . . . that would go into the home and be the preference of the family". For nearly 62 years, now, that idea has dominated the making of The News.

Editorially, it has sought to build a *balanced* newspaper of broad family appeal . . . clean, complete, critically edited . . . one that would command respectful attention and careful reading. Effective home distribution has been achieved through a carrier system so comprehensive and so well organized, that it has been adopted by many other American newspapers.

Your advertising message in The News goes where you want it to go. It gets the considerate attention of the family *in the home*. There, your product has its rightful chance to be discovered, discussed, and put on the list of family purchases.



Member of the 100,000 Group of American Cities

THE
INDIANAPOLIS NEWS
1st in Indianapolis for 36 consecutive years

New York: DAN A. CARROLL
110 East 42nd Street

DON U. BRIDGE
Advertising Director

Chicago: J. E. LUTZ
Lake Michigan Bldg.

*"What is there in us that makes us
look far afield for benefits which lie
right under our noses?"*

LORD WANDERFOOT

(NOW TRAVELING IN THE UNITED STATES)

The friendly services of the Boone Organization are not general, but *specific* to your aims. All merchandising plans are punctuated by questions which no executive desires to ignore or leave unanswered.

Whenever CITY MARKETS are under discussion the Boone Man has something of solid value to contribute. He is a citizen, in effect, of ELEVEN of the great city opportunities where 25,000,000

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people trade. He gives you *foundation information*. He tells you not what anybody thinks, but the *basic facts* secured first hand.

A great deal of the knowledge available to the Boone Organization cannot be made available to *you* until you *ask* for it.

CALL THE BOONE MAN



RODNEY E. BOONE ORGANIZATION

INTERNATIONAL MAGAZINE BUILDING

57th STREET AT 8th AVENUE, NEW YORK CITY

CHICAGO
Hearst Building

PHILADELPHIA
Fidelity Philadelphia
Trust Building

DETROIT
General Motors Bldg.

BOSTON
5 Winthrop Square

SAN FRANCISCO
Hearst Building

ROCHESTER, N. Y.
Temple Building

D A I L Y

New York Journal
Boston American
Albany Times-Union
Detroit Times

Syracuse Journal
Rochester Journal
Washington Times-Herald

Chicago American
Baltimore News
Omaha Bee-News
Atlanta Georgian

S U N D A Y

Boston Advertiser
Albany Times-Union
Detroit Times

Syracuse American
Omaha Bee-News
Washington Herald

Baltimore American
Rochester American
Atlanta American

BIG MARKETS

And *Small* Costs



SOUNDS like the millenium to the harassed space buyer in the heated period! But did you ever consider the Detroit market this way?

Here is America's fourth city—a huge market for the sale of any type product—a market extremely responsive to advertising and easily accessible to advertisers through the use of one newspaper, The Detroit News.

The News adequately covers the financially able homes of Detroit, reaching as high as

86% of the highest income groups. Of its total city circulation, 76% is carrier delivered to the home—the point of sale.

In brief, you can reach the greatest portion of the able to buy homes in Detroit at low cost by concentrating in The News. This suggestion is followed by many successful advertisers, which accounts for The News carrying 51% of all advertising published in Detroit. This autumn will be a good time to get into the Detroit market.

The Detroit News

New York
I. A. KLEIN, Inc.

THE HOME NEWSPAPER

Chicago
J. E. LUTZ

Member 100,000 Group American Cities

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How to Get Buyers to Use Your Catalog

De Long Catalog Was Planned to Merit a Place on the Buyer's Desk and the Method of Distributing It Practically Assures Its Being Used

By Charles A. Emley

Sales Promotion Manager, De Long Hook and Eye Company

THE amount of money wasted each year on catalogs must be appalling!

Some of this waste results, of course, from the promiscuous distribution of catalogs. Upon investigation De Long has found that other factors contributing to this enormous waste are: Improper catalog size; unattractive illustrations or inadequate descriptive matter; failure to ascertain, after a catalog has been sent, whether it is being used, and, perhaps most important of all, neglect to sell buyers thoroughly on the value of a catalog as an aid to profitable buying.

The new De Long catalog, issued early this year, was thoughtfully planned to merit a place on buyers' desks; and the method of distributing it practically assures its being kept and used.

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It is a loose-leaf catalog. The size is $7\frac{3}{4}$ by $9\frac{1}{2}$ inches, large enough to permit of attractive illustrations and adequate descriptive matter, small enough to prompt buyers to keep it within easy reach.

It contains thirty-two pages and is printed on a high grade of white coated stock. The cover is of durable, white imitation leather. The cover design, patterned closely after the De Long safety pin card, is printed in red and blue. The principal items are illustrated, life size, in their actual colors. The copy, while brief, is sufficiently detailed to enable a buyer to order directly from the catalog. No buyer

need write for more information.

De Long adopted a loose-leaf catalog, after having used a bound catalog for many years, primarily because it can be kept up to date. If, for instance, we change the design or the color scheme of a package, it is only necessary to



A Page from the De Long Catalog—The Principal Items Are Illustrated Actual Size

have a page printed, illustrating the new package, to replace the old, whereas if the catalog were bound, any changes in packages would automatically render the catalog obsolete so far as those packages were concerned. A loose-leaf catalog has a similar advantage over a bound catalog as re-

gards the addition of new products.

Another reason why we decided upon loose-leaf is that some classes of dealers feature only a few of the De Long products. Obviously it would be wasteful to send a catalog showing the whole line to such dealers. For them, we make up a special catalog (something we could not do if the catalog were bound) featuring only the items they handle.

Scattered through the catalog are reproductions of a series of business-paper advertisements, known as editorials, written by the president of the company. Each editorial treats of some phase of merchandising. One, for example, stresses the benefits a buyer derives from concentrating on a few well-known lines.

About 99 per cent of our catalogs are distributed by the salesmen, the remaining 1 per cent being sent by mail. Each salesman is charged 10 cents for every catalog he himself distributes and 25 cents for each catalog we send by mail upon his request. These charges are made, not to help defray the cost of the catalog, which amounts to several times 25 cents, but to impress upon the salesmen the importance of distributing the catalog where it will return them and the company a profit.

Our reason for levying a greater "tax" upon the salesmen for catalogs we send by mail is to discourage this method of distribution. Experience has taught us that catalogs sent by mail often do not reach the persons for whom they are intended. Besides, most buyers do not accord the same consideration to a catalog they receive by mail (especially if they did not request it) that they do to one a salesman gives to them with a few words of comment as to its contents and its helpfulness.

The salesmen "sell" the De Long catalog as enthusiastically as they sell De Long products. Instead of simply handing a catalog to a buyer with no comment beyond, "Here's a new catalog for you," they go through it page by page emphasizing, in their own words, each product's quality features, selling possibilities, the profit it provides, etc.

This is practically equivalent to showing a sample line, and it often results in a buyer stocking one or more products he has not before handled.

A number of pages featuring a new package or a new item are sent to each salesman who, in turn, inserts them in his buyers' catalogs. Aside from enabling us to *make sure* that the catalogs are always up to date, this plan gives the salesman an opening to talk to his buyers about the new package or the new product.

A catalog and a letter are mailed to each likely prospect who writes for information about the De Long line. The salesman receives a carbon copy of the letter which, of course, is his cue to see the prospect as promptly as possible, go through the catalog with him and try to get an order.

The prices are printed on separate sheets which are bound into the back of the catalog. While notices of price revisions are mailed to buyers, the salesmen make a careful check to see that the revisions are properly noted on their buyers' lists.

On his first trip over his territory following a price revision, each salesman asks each of his buyers whether he has received a notice of the change. Invariably the buyer brings out his catalog. Not only does this permit the salesman to check over the price list, but it also affords him an excellent opportunity again to remind the buyer how well it would profit him to feature the items he is not handling. With the catalog before him, the salesman turns to the pages illustrating the items the buyer does not handle and launches into his sales talk.

One of the salesmen hit upon a novel plan to personalize the catalogs for his "preferred" buyers. He persuaded a show-card writer, a close friend of his, to letter the buyers' names on the outside of the front covers of the catalogs. As can be imagined, this pleased the buyers immensely.

The new catalog has aroused no end of favorable comment among buyers. A typical comment, from a department store buyer, reads:

Ask YOUR Office Boy

There's a story that out in Hollywood a talkie studio wanted to reproduce the sound of water pouring from a barrel onto some boards. High-priced technicians tried everything from pouring buckshot on a drum to rock salt on a newspaper. Finally a scene-shifter suggested pouring water from a barrel onto some boards. Eureka!

A really gifted merchandising what's-his-name can dope out some very impressive and intricate plans for advertising in the Chicago market—and an office boy with a good one-track mind can see the point of picking newspapers as Chicago picks 'em.

Chicago picks the Chicago Evening American first in its field by a very wide margin.

CHICAGO EVENING AMERICAN

a good newspaper now in its
ELEVENTH YEAR of circulation
leadership in Chicago's evening field.

National Representatives:

RODNEY E. BOONE ORGANIZATION

Your new catalog is not only very attractive, but it is very clear as to sizes, packing, etc. As we have a stock control system, necessitating our ordering often, your catalog will be a real help to us and a real business getter for you.

That the catalog is admirably fulfilling its mission as a selling aid is proved by a recent study of the sales records. The study revealed that since receiving the catalog, many customers have added one or more products. Others, doubtless following the suggestions in some of the editorials, are evidently featuring the De Long line in a bigger way, for their purchases are increasing. Furthermore, the method of distributing the catalog has more effectively impressed the salesmen with the soundness of the trite advice that "to sell 'em, you must show 'em" than we could in a thousand bulletins.

Magazines, Inc., Buys Waverly Publications

Magazines, Inc., Chicago, has purchased the Waverly Publishing Company, Waverly, Iowa, publisher of the *Rhode Island Red Journal*, *Plymouth Rock Monthly*, *The Leghorn World*, *Wyandotte Herald* and *Wayside Salesman* as well as the Waverly Trio and the printing plant at Waverly.

The publishing headquarters of the publications have been moved to the general offices of Magazines, Inc., at Chicago. A. G. Studier will head the poultry publications division of Magazines, Inc. Associated with him will be O. R. Ernst, Frank Gruber and Fred Studier.

J. E. Schwenck Joins Schwab and Beatty

James E. Schwenck has joined the copy department of Schwab and Beatty, Inc., New York. He was formerly assistant advertising manager of the Florsheim Shoe Company, and sales promotion manager for the Radio-Science Publications.

J. Walter Thompson Transfers J. F. McKiernan, Jr.

John F. McKiernan, Jr., who has been with the Brazilian staff of the J. Walter Thompson Company, has been transferred to the Buenos Aires office.

Appoints Sutton & Schipper

Sutton & Schipper, Inc., New York, has been appointed Eastern representative of *Skyscraper Management*, Chicago.

Gage Publishing Elects New Officers

John F. McClure, vice-president and general manager of The Gage Publishing Company, New York, has been elected president and general manager. Nelson W. Gage, founder and president since 1892, becomes chairman of the board of directors.

These changes in administrative officers are part of a program whereby a group of leading executives of the Gage Publications have become associated with Mr. Gage and Mr. McClure as officers and stockholders of the company which is now approaching its fortieth business year.

Mr. McClure has been with the Gage organization for thirty-five years, first joining it as a subscription solicitor. After a brief advertising experience in the East he was made manager of the Western office. Ten years later he was transferred to New York and made vice-president and general manager.

Stanley A. Dennis, who has been with the Gage organization for eight years and who is now editorial director, has been elected vice-president and treasurer.

L. C. Fletcher has been elected vice-president and sales manager. He has been with the organization for twelve years, eight of which he has been advertising manager.

L. C. Bassett has been elected a vice-president. He continues as manager of the Western office which position he has held for nine of the twelve years he has been a member of the Gage company.

Harry Krohn, manager of the Cleveland office, in addition has been made a vice-president. He has been with the Gage company for thirty years, ten of which he served as Western manager at Chicago.

Leon I. Thomas, editor of *Electrical Manufacturing*, is the newly elected secretary.

The Gage Publications include *Electrical Installation*, *Electrical Manufacturing* and *Metropolitan Electrical News* together with the Gage lists of electrical buyers.

Mortimer Lowell Has Own Business

The Mortimer Lowell Company has been organized as an advertising business, with offices at 369 Lexington Avenue, New York, by Mortimer Lowell. He was formerly vice-president and director of copy of Street & Finney, Inc., and previously was president of Small, Lowell & Seiffer, Inc., now Small, Kleppner and Seiffer, Inc., New York.

Made Advertising Director, Addressograph-Multigraph

W. K. Page has been appointed director of advertising of the Addressograph-Multigraph Corporation, Cleveland. He was, at one time, sales manager of the Kardex Company and formerly was engaged in advertising agency work at Milwaukee as an account executive.

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Speeding it up •

**Much
direct-mail
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**Many a good
booklet or
folder**

could be improved by speeding it up—putting a little snap into it.

could be made even more effective by the use of an intriguing bit of color, or a few human-interest photographs, or a clever drawing or two;—it doesn't take much to do the trick.

We try to think about printing in terms of results. If you are not getting all that you should out of your direct-mail advertising, then

**let us have
a shot at it**

CHARLES FRANCIS • PRESS

**461
Eighth Avenue
NEW YORK**

Printing Crafts Building

Our lawyers are still busy with general law business and not working nights making out foreclosure papers. Even our crime is still being committed by professionals, undisturbed by any starving amateurs. Property is mostly in the hands of its original owners. People are still paying rent and bills. The factories and stores are still open and doing a right smart business. The 1931 taxes are coming in fine. The police and school teachers are being paid regularly. New roads are being laid and new buildings are going up. The department stores have just had a record breaking six months, and the automobile dealers are breaking records. Only Wall Street is feeling low but the brokers kill time playing checkers. Otherwise everything is pretty cheerful.

So if you want to do some business this year, give a thought to Gotham. New York is just about first in jobs per capita just now—and that's the most important index. And it has gobs of money—in circulation as well as in the banks.

Give a thought to The News, too. More advertisers are buying more News space than ever before. We can't figure out why unless they're getting more business from it. We still have the largest circulation in America, reach a majority of the families here, and have a rock bottom milline. Remember, too, that there is no extra charge for the small pages which give your advertising extra visibility and increased results. If you want to get business in a market where business can be got, The News can help you get it—at a profit!

● **THE NEWS** • *New York's*
Picture Newspaper • 220 E. 42nd St., New York
Tribune Tower, Chicago • Kohl Building, San Francisco

WHAT a person can buy is determined by the amount of money he has to spend.



THIS is logic so simple and so obvious that we would hesitate to use it except for the fact that it is so often overlooked as a factor influencing the selection of advertising media.



ADVERTISING successfully today is the process of "weeding out" of a market the element that can not buy, and concentrating on the potential buyers.



THE Free Press has already done the "weeding out" in Detroit.

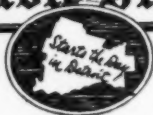
IN its century of service it has adhered to a circulation and editorial policy that has attracted as readers the better buying families of the area it serves.



IT presents to the advertiser a complete and compact buying group little affected by changing business conditions, and readily and economically reached today through the Free Press . . . and only through the Free Press.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

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How Much Advertising Is Enough in These Critical Days?

If You Have Money to Pay for It, Use More Than Ever, Advises This Manufacturer

By Lloyd Skinner

President, Skinner Manufacturing Company

IN merchandising our line of food products, this company is today doing more advertising than ever before in its history.

It may be that our enlarged outlay for 1931 may not yield the usual percentage of profit. I rather think it will, but frankly I don't know.

If our program, as in normal years, had been based strictly upon a certain percentage of our expected sales volume for 1931, I would not say this. But it is more. It is more because we believe the exigencies of the present selling situation are such that more advertising is necessary even though, strictly speaking, it does not pay for itself. If we do not get the profits this year we shall get them next year. Our consumer and dealer good-will—meaning the salability we have established for our merchandise through a long period of consistent effort—is by far too valuable an asset to be jeopardized, or perhaps weakened, by misplaced economy. This is no time at all to haggle over a few dollars when there is at stake an operation so vital as conserving the acceptance already gained, to say nothing of the need of producing more acceptance.

There are many, many things about advertising that I do not know. I have made my full share of mistakes in my conception and application of it.

None the less, there are certain fundamental aspects of advertising that it has been worked out in the case of the Skinner Manufacturing Company about which there can be no doubt. Out of them I have built my advertising platform—or formula, if you want to call it that. Maybe it wouldn't apply to other companies, but I think it would. Anyway, it has delivered,

and is delivering, sales for us.

What a manufacturer should do in the way of advertising, in this time or in any other time, necessarily must depend upon his financial condition. I don't believe that a person should gamble in advertising or anything else unless he is in a position to stand a possible loss. I haven't anything to say to an organization that is not firmly established from a standpoint of assets and liabilities; perhaps it should try to scale down its advertising outlay in every possible direction; perhaps it should not advertise at all; perhaps it never should have advertised.

But at the same time I declare that a company that is in good financial shape should consider venturing more in an advertising way today than ever before.

Present Returns May Be Disregarded

It may be making little money or perhaps even none. This isn't the point at all. If it has sufficient resources to pay for an extended advertising program it should, other things being equal, go into such a program without regard for present returns or even those of the immediate future.

This brings us to the general thesis that advertising, with the exception of a few cases, is only a sales tool with which to work.

There is no question, particularly as regards trade-marked items purchased direct by the consumer in retail outlets, that advertising is the best possible sales tool anyone can have to produce sales at a profit. The harder the job to be done, the more effectively this tool should be used.

Looking at the situation as a whole, it would seem that if ever a manufacturer needed to use ad-

vertising as a sales help, he needs it now. On the other hand, advertising, to be made profitable, particularly at this time, must, as never before, be backed up with some essential sales help which will actually produce the sale.

Generally speaking, advertising can only interest the consumer in wanting the article; it cannot actually put merchandise on the retailer's shelf, take it off and hand it to the consumer, either by mail or by salesman. The manufacturer himself must see that his merchandise is stocked by the retail outlets he wants to use.

I have recently heard of several extensive advertisers with large sales organizations, who have recently to a large extent discontinued their sales staffs and increased their advertising, because in the last year the expense of their sales organizations seemed prohibitive. Such organizations are those that already have their merchandise on most retailers' shelves. They no doubt have figured that if they lose money trying to produce sales through salesmen, the loss is permanent; while if during the present unpleasantness their advertising doesn't show them a profit at this time, they at least have some asset in that advertising through its effectiveness on the consumer in the years to come. Frankly, it seems to me that these companies are taking a very long chance.

Everybody Can't Be Successful

Successful advertising, like all successful ventures, is not necessarily the rule. Not everybody selling a trade-marked article, who advertises it, is successful. On the other hand, few are successful without advertising.

It seems to me that one of the present deficiencies in advertising practice is in trying too much to follow the crowd. In pressed times, particularly, in order to make a profit, you have to get away from the crowd.

'Marshall Field was one of the most successful advertisers. When all other leading retailers were decorating their windows especially for Sunday window shoppers, Marshall

Field put beautiful curtains in his windows and kept these curtains down Sunday, which made Marshall Field's windows on Sunday, when this was first done, stand out from the crowd.

Today leading stores, not only in Chicago, but in many other cities, have adopted this idea; in fact, so many that I imagine if Marshall Field were alive and in charge today, there would be no blinds down in Marshall Field's windows on Sunday, and they would be specially decorated for Sunday window shoppers.

**Today's Advertising Must Be
Step Ahead of the Crowd**

I don't believe anyone today can expect ordinary advertising to pay. Advertising, to pay, has to be exceptional, out of the ordinary, and a step away from the crowd.

In advertising reasons why the consumer should choose their products over their competitors, manufacturers who really want to make progress today must find some different method from that used generally. Food producers must find some low sales cost method—either through salesmen, by mail, or through brokers or otherwise—outlaying up their consumer advertising with their particular trade.

You can't make money on an empty wagon, and these are times to put out exceptional effort and take exceptional chances in developing one's business. It is up to executives to know they are right and then go ahead, regardless of conditions.

Anything not well done is going to be very unprofitable in good times or bad.

I know of many a good organization in the past that has been put out of existence in a comparatively short time by a too conservative management that started to cut down on their advertising and sales effort at the wrong time.

When business is bad, this is the time of all times *not* to reduce the efficiency of the greatest force there is for keeping a manufacturing house in order—i.e., advertising.

More advertising and more sales effort, exerted *now* without too much regard for cost (if, as I said

JACKSONVILLE, FLA.

NEW YORK CHICAGO PHILADELPHIA
LOS ANGELES SAN FRANCISCO

Aug. 6, 1931

FIFTH MARKET OF THE NATION

Such Coverage!

PAVED roads have wholly changed the tradition about buying "centers."

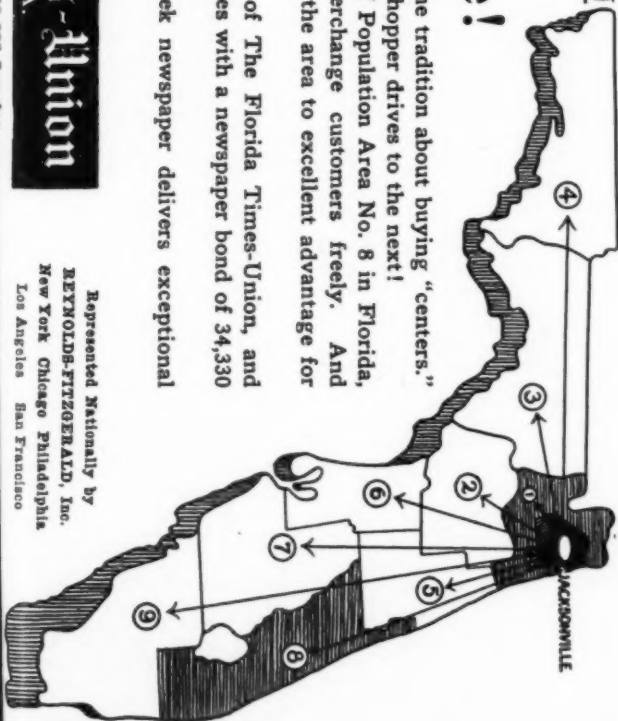
If one town lacks certain goods, the shopper drives to the next! So, in the long East Coast expanse of Population Area No. 8 in Florida, the ten chief community centers interchange customers freely. And "Florida's Foremost Newspaper" unifies the area to excellent advantage for advertisers.

Distribution from the "home area" of The Florida Times-Union, and retail buying in Area 8, link 46,445 families with a newspaper bond of 34,330 copies daily.

Is it odd that this 7-mornings-a-week newspaper delivers exceptional advertising returns?

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.
New York Chicago Philadelphia
Los Angeles San Francisco



Aug. 6, 1931

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before, the organization is financially sound) can assure some exceptional dividends.

If a product is worth advertising in ordinary times to the extent of a certain percentage of the projected sales volume, it is worth going beyond that percentage at this time.

How much advertising is enough in these critical days of reconstruction?

I shall answer the question in this way:

A stock of merchandise is an asset or a liability in exact proportion to the extent to which salability has been created for it. A man can erect a splendid manufacturing plant which is the last word in efficiency and completeness. He can utilize these facilities in cramming a warehouse full of goods that are second to none in worth and quality. But the whole investment represents a potential loss. His money in both directions is sunk—unless or until he can sell the merchandise.

In the foregoing paragraph I have enunciated some venerable merchandising principles that have had whiskers upon them as long as I can remember; everybody knows them to be true. There is not the least room for argument over the thought that a person has got to invest some money before he can produce things to sell and sometimes it has to stay invested for a long time.

But when it comes to advertising and sales effort the usual procedure is not to invest any money. The entire cost of the effort is based on a more or less definite percentage of the sales that are expected to be gained and there-

fore it may be said that the effort pays for itself.

Isn't this a time to step out boldly and actually invest some money in producing and conserving salability? There is, of course, a certain intangible risk of loss involved; possibly it won't pay out. Or maybe the money thus invested will be tied up longer than this year or even next year—in direct contrast to the condition that obtains when the whole advertising outlay is rigidly restricted to a percentage of the sales that reasonably may be expected to be realized.

But a manufacturer does not expect to gain immediate full-sized dividends upon his physical equipment. His investment in that direction, however, is none the less valuable and necessary. When his sales slump to a place where they will not immediately pay for a sufficient quantity of the advertising he needs, why should he not invest some money in them on something of the same basis?

Salability, I repeat, is the greatest asset a manufacturer owns. If conditions are such that it cannot be kept in good health with the cost automatically paid by the growth in the business, it naturally follows that he must put into salability some of his own money and take a chance of getting it back on a profit.

Therefore I say that an advertising budget these days should be sufficiently sizable to do the job regardless of whether the company is making much money, little money or no money at all—always provided, of course, that it is sufficiently strong financially to carry the load.

Aloha

SOME few years ago Charles Henry Mackintosh, former president of the Associated Advertising Clubs of the World, now the Advertising Federation of America, left the United States for a trip around the world. He stopped off at Honolulu, liked it so well

that he decided to take up residence

Last month he was elected president of the Honolulu Advertising Club. He is associated with the *Star-Bulletin* as advertising counselor. Mr. Mackintosh also is an honorary life member of the San Francisco Advertising Club.

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New York's Most Interesting Newspaper



TO NATIONAL ADVERTISERS

Over 100,000 New Yorkers have voluntarily changed to the American every morning—put down their pennies and pick the daily American in preference to other morning newspapers. That speaks pretty well for the new American that hits the metropolitan stands every morning—and goes promptly into the hands of over 300,000 men and women.

By the same token, local merchants use a given paper only because, and so long as it pays. They advertise today—and expect sales tomorrow. Macy, Saks, Gimbel, Lewis and Conger, Wanamaker, Best, Altman, Bloomingdale and McCreery are among those who use it because it pays.

All told, department stores placed more advertising in the morning American in the past three months than in all of last year. And there's no sentiment about it. Every added dollar's worth of space goes to the American only because the ones before it moved goods off counters.

The American has proved that it can move goods for local department stores. It certainly moves national goods from the local dealers' shelves because the neighborhood shop is the most local of local merchants.

P.S. During June the American showed a decided gain in *national* display, compared with June of 1930.



**New York
American**

New York's Most Interesting Newspaper

Nationally Represented by PAUL BLOCK & ASSOCIATES

the ACID TEST of

THE test of magazine reader buying power must be based upon the purchase of luxury or semi-luxury products. Toilet goods certainly figure in this classification.

And during the first six months of 1931 True Story carried more pages of toilet goods advertising than any other consumer publication. Judging from this fact alone, the young housewives who read True Story must be considered as young women in a spending mood with money to spend for merchandise other than the mere necessities of life. There

Staff buying power

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Worcester, Massachusetts

Every March Statement For Ten Years Shows Circulation Increase

From 1922 to 1931 inclusive, every March circulation statement of the Telegram-Gazette has shown an increase in circulation.

Continuous, sustained circulation growth over so long a period means continuously greater appreciation by newspaper readers of the constantly bettered paper The Telegram-Gazette has been publishing.

March 31, 1931, net paid circulation	105,559
March 31, 1922, net paid circulation	70,641
Increase	34,918

The Telegram-Gazette *Increase* in circulation is greater than the *Total* circulation of Worcester's other paper.

Of all the families in Worcester and the average 18-mile suburban area who regularly take a Worcester newspaper the

TELEGRAM-GAZETTE Every Day, Reaches 85.33%

Not a dozen newspapers in the United States, in competitive fields, so completely cover their respective fields as The Telegram-Gazette covers the rich, stable Worcester and suburban market.

In Worcester, classes and masses alike find The Telegram-Gazette a necessary part of their daily life—reading it is here a universal habit.

50.39% of these families own their own homes; 46.9% own radios; 45.68% own pianos; 55.55% have telephones; 34.26% own vacuum cleaners.

This market, spending \$224,000,000 at retail every year, is thoroughly covered and at the lowest cost by use of The Telegram-Gazette alone.

Average Net Paid Circulation

DAILY 105,559

No other Worcester
paper has 1/3 as much

SUNDAY 54,094

Only Sunday paper
in the field

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco

A Jobber's Views on Missionary Salesmen

As Gleaned by E. B. Weiss During Conversations with

H. E. Masback

Vice-President, Masback Hardware Company

BECAUSE the missionary or detail man assumes so many guises, does so many things and under so many varying circumstances, it would be well to limit this discussion to the most common function performed by these manufacturers' representatives. The missionary man we are considering is the man who:

1. Is furnished by a manufacturer who sells exclusively through wholesalers and, preferably, through exclusive, non-competing wholesalers.

2. Travels with the wholesaler's men.

* * *

At the Masback Hardware Company, which is far and away the largest wholesale hardware company in New York, there are usually four missionary men working at all times with the Masback salesmen. Some weeks there may be three; others there may be five—the average is about four. Due to the size of this jobbing concern, this is probably a high average. It is a figure, however, that manufacturers must keep in the backs of their heads when giving thought to this general matter of missionary work.

There are about forty Masback salesmen. The management, when it has approved a missionary arrangement with a manufacturer, likes to have the missionary salesman spend from two to four days with each of its own men. Simple arithmetic suffices to deduce that a missionary arrangement with a large wholesaler thus means that the manufacturer's man must spend from two to three months in this one wholesale organization. Of course, with the smaller jobbing organizations, the period will decrease in proportion to the number of salesmen.

It is well to estimate, though,

that the missionary man will have to spend from two to four days with each of the jobber's men. With this as a basic figure, the manufacturer who wants to know how many missionary men he will need, and how much missionary work is going to cost, need only multiply the basic figure by the number of wholesale salesmen to be contacted. A pause for this simple calculation would undoubtedly lead many manufacturers who now rush into missionary work to think twice.

* * *

What sort of salesman does the jobber like to have the manufacturer supply for this sort of work? That question is most easily answered by describing the sort of salesman the jobber frowns upon.

He doesn't like a salesman who fails to measure up to his own men in tact, efficiency, aptitude for hard work and general all-around selling ability.

Tact is necessary because when selling in tandem formation it is common to run into complications that can be solved only by diplomacy. It is a particularly important qualification if for no other reason than that one salesman is, in essence, showing another how to sell—and that creates a rather delicate situation.

Aptitude for hard work is an essential because the wholesale salesman has to make his rounds and neither time, tide nor politics may interfere with punctual coverage. The jobber's man can't start out at ten and return by 4:30. He's got to hustle and the missionary man has got to hustle with him. So although the jobber realizes that the missionary man is going to slow up his men somewhat, and feels that this disadvantage is more than made up by other benefits, he won't stand for more than a certain drop

in the number of daily calls.

As for all-around selling ability, it stands to reason that, inasmuch as the missionary man is supposed to play the role of instructor, he must not only know more than the jobber's man about the specialty in question, but he must be able to translate that knowledge into the sort of selling talk that gets business. In brief, the missionary man must know his specialty better than the jobber's man.

Those qualifications, as demanded by the jobber, would seem to be entirely fair and equitable. Yet it is surprising how often manufacturers will try to palm off an uninformed, untrained man, poorly paid in one sense and overpaid in another. Of course, those manufacturers who make this mistake soon find out that their missionary men are not welcomed by the wholesaler.

And while we are on this matter of the missionary man's qualifications it is well to mention still another point: The jobber prefers that the missionary man be paid on some basis other than straight commission or any plan that rewards the missionary man in proportion to actual business landed.

This may appear to be unwarranted interference on the part of the jobber, but looked at from his point of view there is sound logic to back his demand. The jobber doesn't want his trade oversold by the missionary salesman. As a matter of fact—as will be pointed out later—he prefers having the actual closing done by his own men. He feels—and with justification—that the missionary man who is paid on a volume basis is likely to press too hard and thus disrupt trade relations.

And one more point—jobbing sales forces are just as difficult to build up and hold together as any other kind of sales force. Consequently, the jobber wants to be sure that the missionary man isn't going to say things that are likely to make the jobber's man dissatisfied with his job.

* * *

Another question the manufacturer will want answered is: How

does the jobber's man react to the missionary idea? A quick reply to that query is that the jobber's salesman is partial to the plan—provided it isn't overdone. Masback feels that about six missionary men per year per Masback man is a fair limit. Of course, a state of mind can scarcely be reduced to a mathematical formula, but it probably would not lead a manufacturer far astray were he to do his reckoning on the basis just mentioned.

It is a most important point because, taken in conjunction with the figures already given concerning the number of days the missionary man must spend with each jobbing man, it offers a definite clue to the number of missionary services any one jobber can use in the course of a year.

Incidentally, it is essential, in this connection, to point out that these figures are intended to apply only to hardware jobbers, and large hardware jobbers at that. Accordingly, there will be variations both with relation to the size of the jobber and with relation to the field in which he operates. For example, the figures just quoted might not be at all applicable to a cigar jobber.

* * *

And so, having sketched the background, we are ready for the actual *modus operandi*. Masback, when it concludes arrangements for a missionary man to spend time with its men, likes to have the missionary man attend one of its regular sales meetings in advance of his actual field work. This gives the missionary man an opportunity to make a talk to all the jobbing men, become acquainted with them and they with him and, in general, lay the groundwork for his field work.

* * *

The missionary man is then notified a week in advance what jobbing men he will accompany, when he will accompany them and for how long. These details are usually attended to by the jobber's sales manager, the sales manager's assistant or, if there is no one bearing these titles, whoever it is in the jobbing

Here's How Times Have Changed In PITTSBURGH

For the first six months of last year, The Sun-Telegraph carried 51.6% of all the new Passenger Car Advertising appearing in Pittsburgh evening and Sunday newspapers.

This year, for the same period, it has carried 54.3%.

New Passenger Car Advertising in The Sun-Telegraph for the six months of 1931 — 285,611 lines — represents a lead over the other evening and Sunday newspaper of 45,450 lines, or 18.9%.

Figures by Media Records, Inc.

Times Have Changed in Pittsburgh!

THE SUN-TELEGRAPH

NATIONALLY REPRESENTED BY
PAUL BLOCK AND ASSOCIATES

organization who attends to the salesmen's routine. Part of this office work consists of arranging matters so that one wholesale man is not overwhelmed with missionary men while another is given none at all.

* * *

The jobber likes to have his own men open the sales talk. At what the jobbing man thinks is the proper time, he introduces the missionary man, who carries on up to the moment that the actual order hoves into view. The jobber prefers to have his own man do the closing because he feels that high-pressure tactics and overloading the dealer are thus prevented.

* * *

Another thing the jobber prefers is to have the missionary man call on the jobber's larger and better customers. In this way, the missionary man is able to produce the volume that is essential and, at the same time, make up for the inevitable drop in the number of daily calls.

* * *

The Masback company keeps careful track of the activities of each missionary man. His first three or four days out on the firing line usually indicate to the jobber whether his work will prove profitable. The volume turned in is, of course, the criterion.

And yet, surprisingly enough, Masback does not look upon the volume produced as the sole factor, from its viewpoint, in weighing the value of missionary work. To the contrary, Masback considers the educational phase of missionary work a feature that is at least equally valuable. While it can weigh the immediate performance of a missionary man only from a volume produced standpoint, it realizes that, after all, the thing that counts is the increased volume its own salesmen will turn in, the week, month and year after the missionary salesman leaves.

The jobber, in brief, wants the missionary man to act as an educational and stimulating force for his own salesmen. He doesn't want the missionary man to approach the job with the idea that his task is

to sell his own specialty. The jobber wants the missionary man to look upon the job as an educational one—wants him to teach the wholesale salesmen how to sell the specialty.

* * *

With trade relations harmonious, with the missionary man a high-class salesman, with everybody concerned acting in recognition of the fact that the big job is to educate the jobber's man, not to sell volume, missionary work can become a valuable factor in building sales. The jobber is partial to the general idea—but he wants it done his way. Is there anything strange about that?

New England Network Opens New York Office

The New England Broadcasting System, Inc., representing a network which includes station WEEL, Boston; WTAG, Worcester, Mass.; WCSH, Portland, Me., and WJAR, Providence, R. I., has opened a New York office at 542 Fifth Avenue. John A. Gillis, recently with the *United States Daily*, Washington, D. C., has been appointed manager of this office.

Frank H. Meeks Starts Own Business

Frank H. Meeks has engaged in business for himself as a counselor on direct-mail advertising. He has opened offices at 350 Hudson Street, New York. For the last twelve years Mr. Meeks has been circulation manager of the *PRINTERS' INK Publications*.

Scott & Bowne Appoint Ayer

Scott & Bowne, Elmira, N. Y., makers of Scott's Emulsion, have appointed N. W. Ayer & Son, Inc., as advertising counsel for the advertising of their products in the United States.

W. K. Trout with "Pictorial Review"

Willard K. Trout has joined the advertising department of *Pictorial Review*, as a member of the Chicago staff. He was formerly with the Condé Nast Publications.

Made Manager of Sales Promotion, Republic Steel

L. S. Hamaker, advertising manager of the Republic Steel Corporation, has become manager of sales promotion. His headquarters will be at Youngstown, Ohio.

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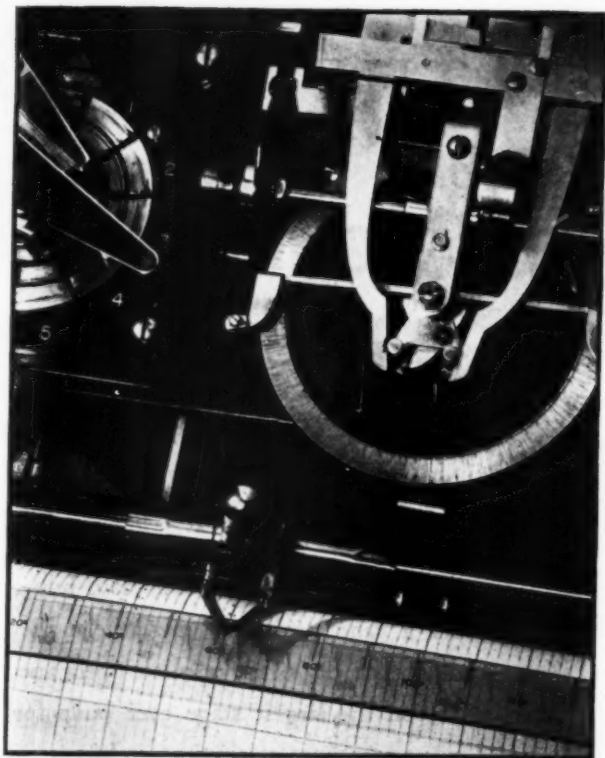
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The potentiometer—"sensitive enough to take the temperature of an old-fashioned blush"—is one of a corps of scientifically accurate instruments diligently employed in Delineator Institute to find interesting and helpful facts for authoritative service articles in Delineator.



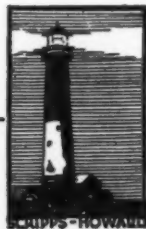
Delineator Institute exists primarily for the editing of more interesting and more helpful service articles

ON THE WORLD —before the world's THE WORLD'S MOST



Cleveland's beautiful
new municipal stadium

FOR six nights—beginning Tuesday, July 28—
under a canopy of stars in Cleveland's great
new Stadium the city's first open air opera spectacle
took place on the largest stage ever built for an
staged event anywhere at anytime. In magnitude
in pageantry, in color, in excellence of performance
in ideal surroundings, in comfortable relaxation
and easy vision—nothing has ever been undertaken



MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.

The CRIT

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LARGEST STAGE *'s*st opera audience— STUPENDOUS OPERA

in an American city to compare with the open air opera that ended last Monday. And, as a fitting climax to it all, every dollar of proceeds above the actual expenses of producing these open air operas went to buy milk for the undernourished school children of Cleveland.

It is fitting that The Cleveland Press sponsored, financed, and directed this event of world-wide importance.

Cleveland looks to this newspaper for leadership in all activities of value to the advancement of the welfare of the community.

Cleveland Press

SCRIPPS-HOWARD NEWSPAPER

NAL ADVERTISING DEPT. OF SCRIPPS-HOWARD PAPERS . . . 230 PARK AVENUE, NEW YORK CITY

GO • SAN FRANCISCO • LOS ANGELES • DALLAS
IT • PHILADELPHIA • BUFFALO • ATLANTA

"IT'S GOOD TO GET BACK TO

My Home and *Transcript*"

The Transcript enjoys an intimacy, an influence with its readers, an appeal unique among American newspapers.

The Bostonian knows that there are other good papers — and other good places—but they are not *his* Transcript nor *his* home.

Nothing better expresses the attitude of the Bostonian, of the upper buying level, toward the Boston Transcript than this remark, made by one of them after an extended trip.

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

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Back to the Gay Nineties with Electrolux Photographs

By Eldridge Peterson

THOSE who have followed the current Electrolux advertising campaign, with its delightful resurrections of the gay nineties and the early nineteen hundreds, have undoubtedly wondered where that picture of the almost-forgotten cigar store Indian, or that of the horse-drawn fire engine or of the Easter parade in front of the old Waldorf was procured. We wonder because in our minds we probably date these scenes back much farther historically than we should. It would be even safe to hazard that there is hardly one who looks at these photographs who could not by rummaging in his attic or by digging up an old family album revive some scene that would fit admirably with the Electrolux series.

But before you rush off to follow this suggestion, it may be stated that the Electrolux company has all the photographs it needs, thank you, for after the initial advertisements in the series appeared, people began doing just that—calling up to ask if a certain picture they possessed wouldn't make a good one for one of the advertisements.

The first photographs used were procured from a regular photographer, well known for his collection of old prints. After several of these had appeared, other photographers and studios began ransacking their files for suitable prints for the series. As a result of this widespread interest in the photographs and contributions both solicited and unsolicited, forty different "old-time" scenes appear in the campaign, ranging from a winter skating scene taken in Central Park in 1895 to a picture of a typical old-time saloon with the now forgotten swinging doors.

These pictures are being used by Electrolux in conjunction with a quotation by Tennyson as a headline: "The old order changeth, yielding place to new," with an interpretative line under each photo. For example, beneath a picture of a group of children dancing around an old Italian and his wife playing a hurdy-gurdy, there appears this caption: "The radio has largely replaced the old-time hurdy-gurdy. And modern refrigerators are fast replacing the old-fashioned kind." In other words, the function of the



The Art Department Did a Little Tonsorial Work on the Two Gay Bathers on the Left—On the Right We Have the Result

photographs in this campaign is to create a reaction synonymous with "old-fashioned" or "out of date" and photographs with their emphasis on actuality accomplish this admirably.

Another medium, such as painting or drawing conceived to reflect some scene of this period, would, by its very nature, tend to cast a bit of romance over the subject and thus fall short of the desired effect for this campaign. In fact, as in the photograph of two men in atrociously striped bathing suits as seen at Coney Island in the early part of this century and in the picture showing a woman's tennis costume of those days, the realism of photography even takes on a bit of cruelty.

And so, wherever possible, photographs were used. For newspaper black and white, however, in order to insure good reproduction, pen-and-ink drawings were substituted. These drawings are not original conceptions but copied from the photographs used in the campaign in order that the photographic spirit might be retained.

It is interesting to speculate also on the shrewdness that led those behind this campaign to pick on the particular period they have to illustrate the "old order." It would be logical, one would suppose, starting on the premise that the illustrations are to interpret the phrase "the old order changeth" to think of going 'way back and showing as an example, perhaps, a savage with his crude tools and then contrast them with today's machinery; or to show an Indian wigwam compared with a modern house and from these remote comparisons draw the moral which this campaign does about Electrolux. But these photographs recognize a certain truth—namely, that nothing is so old-fashioned as the immediate past and that although a Roman toga may be a funny kind of wearing apparel, it will never draw the snicker from "us moderns" that a mutton chop sleeve or a "bicycle built for two" will.

But if these photographs have an advantage in their realism, this realism also brought with it a problem for the advertiser in this

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Selling by Telling



THAT'S what *Marian Manners* does for advertisers through the new HOME SERVICE BUREAU of the Los Angeles Times.

This comprehensive department instructs the modern housewife in the use of appliances designed to make the home more efficient—helps her with her decorating problems, her garden, her entertaining—gives her practical cooking aids and advises her on *every* phase of home life.

Features of the Home Service Bureau include: Weekly cooking classes in The Times' modernly-equipped Home Service Auditorium. Complimentary distribution of recipes in card-index form, with ingredients listed by brand name. The Pantry Shelf, a display of food products advertised in The Times. Personal Service by mail and telephone on all sorts of household problems. While in The Times itself appear such features as "Home Economics in Pictures," "Household Hints," "Requested Recipes," and "Today's Menu."

All in all, a service of intensely practical benefit both to readers and advertisers—in keeping with The Times' constructive, wide-awake editorial policy.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 360 North Michigan Blvd., Chicago. 285 Madison Ave., New York.
Pacific Coast Representative: R. J. Bidwell Company, 742 Market Street, San Francisco. White Henry Stuart Building, Seattle.



Fifth Avenue as It Was Not So Long Ago—This Photograph Was Used in Electrolux Magazine and Rotogravure Advertising

instance. After all, there is a law that prohibits an advertiser from using the photograph of a living person without that person's consent and someone might strangely enough recognize himself in one of the Electrolux pictures. In order to overcome this possibility, therefore, the art department of the agency handling the campaign has been called upon to redecorate—for better or worse—many of the individuals appearing in the pictures. In one particular photo-

graph showing a scene in the New York Stock Exchange of the '90's with a group of men standing around the ticker, there has been effected a grand substitution, exchange and removal of whiskers and sideburns which will prevent any of the characters, if by chance they should now be alive, from saying: "Here, here, that's me!"

Similarly in the picture referred to previously, showing the two bathers at Coney Island in their prison-striped suits, one of the



Pen-and-Ink Drawings Were Made of the Photographs for Black and White Newspaper Reproduction. Note That the Spirit of the Original Photograph, Above, Has Been Retained in the Copy

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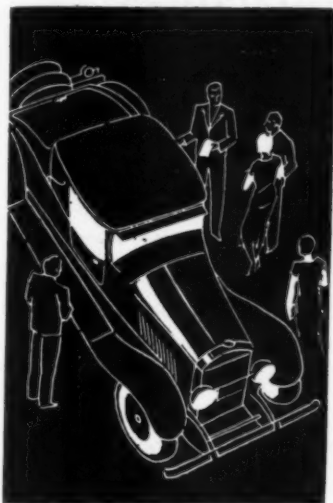
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Over \$30,000,000

for

Automobiles!



Excepting food, more money is spent for automobiles than for any other class of merchandise according to the 1930 Census of Retail Distribution for Louisville and its two large suburbs, New Albany and Jeffersonville, Ind. Second to automobiles comes the apparel group with annual net

sales of \$21,396,523. The total net sales by retail establishments in these three cities amounted to \$170,821,315 according to this census.

Your advertising message will reach 92% of the 90,448 families in these three cities at one low cost if it is presented through

THE COURIER-JOURNAL THE LOUISVILLE TIMES

Represented Nationally

By

**THE BECKWITH SPECIAL
AGENCY**

MEMBERS

Audit Bureau of
Circulations

100,000 Group of
American Cities

Will this manufacturer in Philadelphia please call?

HE HAS one of the most honored names in American industry. His product is notable for an integrity of quality which goes back to the day when things were made by hand for neighbors.

But his leadership has been successfully challenged by makers of goods which do not compare with his. His business is shrinking. Dealers are becoming indifferent to the sales power of his name.

For that name is being forgotten. It means nothing to the younger generation. The business is becoming a monument—a tradition.

We believe that these great names of American industry need not die. They possess a latent power which mushroom concerns will never have.

Will this manufacturer in Philadelphia please call?



HOWARD W. ANGUS
Account Representative
New York



EGBERT WHITE
Account Representative
New York



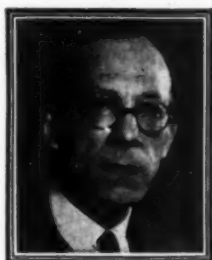
R. L. HURST
President of Batten, Barton,
Durstine & Osborn Corporation
of Illinois



JOHN MARTIN
Radio Department
New York



MARY L. ALEXANDER
Manager, Library Research
New York



H. C. BRANDAU
Contract and Rate Department
New York

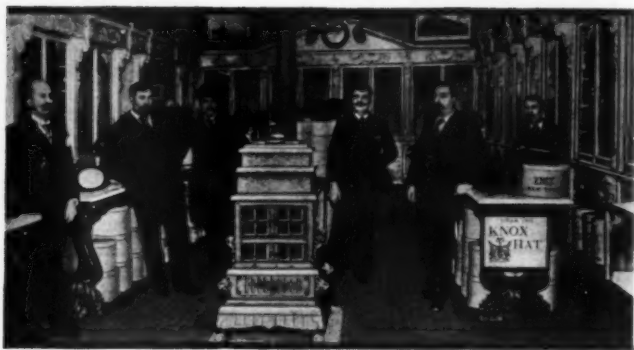


CHARLES G. LINDSAY
Writer
New York

Batten, Barton, Durstine & Osborn
INCORPORATED
ADVERTISING

383 Madison Avenue, New York

CHICAGO: McCormick Building • BOSTON: 10 State Street • BUFFALO: Rand Building
PITTSBURGH: Grant Building • MINNEAPOLIS: Northwestern Bank Building



A Knox Hat Store of the Nineties—The Hirsute Adornments Have Been Altered in Order to Prevent Easy Identification

bathers has been literally scalped by the art department so that whereas he has, in the original photograph, enough hair to creep down over his forehead, in the advertisement the central portion of his dome resembles a billiard ball. The other bather has also lost a swipe of hair in the process but has gained instead a sweeping wave—not a bad bargain at all, as you will agree by looking at both pictures. Similarly, in a picture of a girl playing tennis, where her features were quite distinguishable and recognizable in the original, changes have been made by adding to her hair and also by weakening her features.

These precautions may seem unnecessary to some, but one never knows what type of lawsuit or bother may be created without a proper regard for photographs used in advertisements. In the Electrolux series, if someone should recognize his photograph as taken years ago, he might feel highly hurt at being shown in a costume so out of date and might insist that he had been made the subject of ridicule. This question was carefully considered before this campaign was worked out and upon legal advice, the retouching method of changing the pictures was adopted.

Though this legally protects the advertiser, there is still the possi-

bility that someone will recognize figures and situations. These pictures are so distinctive that once seen they are apt to be remembered.

In the case of one of the photographs which showed an Easter parade in New York, requests were received by the Electrolux company for prints by two people, one of whom said that the little girl in the picture was his sister, who was now grown up and had a little girl about as old as she was when the Easter parade picture was taken. The other request came from a man who said that his wife was one of the women in the foreground of the parade.

Other changes than those made to avoid the identification of characters in the photographs have also been made. Here and there an opportunity presented itself for strengthening the realism of a particular scene by the addition of some added piece of artistic "business." For example, on the window in the photograph showing the old-time beer saloon, a foaming glass of beer and the price, "5c," together with the words "free lunch," have been painted by the art department as an added touch.

The picture of the Stock Exchange met with several requests—one by a brokerage house and one by the secretary of the Exchange's publicity committee, who stated

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that the Exchange's collection of photographs did not include the one used in the Electrolux advertisement. The picture of a steam locomotive on the elevated railway brought in a request from the Paulist Fathers when one of that group recognized in the background the Paulist church in construction (1876).

The mail received about these pictures indicates to the company that a fan group is being built up around these photographs and as one of these fans who wrote in for a print of a particular photograph of an early Fifth Avenue scene phrased it: "It restores one of the scenes of my childhood, as fond recollection recalls them to view," and has the same appeal for my generation that the picture of an old-fashioned airplane will some day have for you."

American-La France Promotes N. F. Kimball

Norman F. Kimball, formerly advertising manager, has been made assistant to F. R. Van Rensselaer, vice-president in charge of sales of the American-La France & Foamite Corporation, Elmira, N. Y. T. O. Young succeeds Mr. Kimball as advertising manager.

E. E. O'Neill, former Cleveland district manager, has been appointed manager of industrial fire equipment sales.

Fisher & Rotermund, New Business

Frank G. Fisher has resigned as executive secretary of the California State Corporation Department to join with Fred G. Rotermund in organizing the firm of Fisher & Rotermund, a new advertising and publicity firm, with offices at 26 O'Farrell Street, San Francisco.

To Handle San Antonio Campaign

Coulter & Payne Inc., San Antonio, Tex., advertising agency, has been awarded the advertising account of that city by the municipal advertising commission. This appointment covers activities over the seasons of 1931-32 and 1932-33.

W. F. Casey with Blaikie Agency

W. F. Casey has joined the executive staff of Duncan S. Blaikie, Montreal advertising agency. He had been with the Montreal office of The James Fisher Company, Ltd., advertising agency, for six years.

Sawyer-Ferguson to Represent News League in West

I. A. Klein, Inc., and Sawyer-Ferguson Company, publishers' representatives, Chicago, have made an arrangement by which the News League newspapers heretofore represented by the former in the Western territory, will be taken over by the latter concern in its Chicago office.

This will give Sawyer-Ferguson Company Western representation of the Dayton Daily News, Springfield, Ohio, Daily News and Sun and Miami Daily News comprising The News League.

In addition to the above, Sawyer-Ferguson represent the Chicago Daily Times, Richmond News-Leader and the Tampa Tribune.

New Accounts for Procter & Collier Agency

The American Pad & Textile Company, Greenfield, Ohio, has appointed The Procter & Collier Company, Cincinnati advertising agency, to direct its advertising account. Tapateco collar pads and Stay-A-Float swimming belts will be advertised through magazines, farm papers and direct mail.

The A. Nash Company, manufacturer of men's clothes sold direct to wearer, has also chosen Procter & Collier to handle its advertising. Magazines and direct mail will be used.

Radio Station WLW, Cincinnati, is another new Procter & Collier account. Publications reaching business executives will be used.

A. S. Rosing to Edit New Publication

Anton S. Rosing, since January, 1925, publicity manager of the Armco Culvert Manufacturers Association, Middletown, Ohio, has become editor of *The Taxpayer*, a new monthly magazine to be published at Middletown. His duties as publicity manager of the Armco Culvert Association will be taken over by S. R. Ives, general manager.

H. L. Harding Starts Own Business

Harry L. Harding, advertising and sales promotion manager of the United Drug Company, Boston, has resigned to establish an advertising agency in Boston. He will be succeeded at United Drug by John E. Fontaine, lately with the Thompson-Koch Company, Cincinnati advertising agency.

D. S. Shaw with Williams & Saylor

Donald S. Shaw, formerly a partner in the New York advertising agency of Cleveland & Shaw, Inc., which recently was merged with Lyman Irish & Company, Inc., has joined Williams & Saylor, Inc., New York advertising agency, in an executive capacity.

Today's Buying Power Sits Behind 75,000 Closed Doors . . .

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THE men behind these doors are the real heads of business and industry. Today they have interested themselves in major purchases. To sell your goods you must sell these individuals. They can and will buy.

Today's Buying Power is difficult to reach. Chief executives are busy with their own problems.

Your key to them is The Business Week. Every week, it brings news of their world—news they must have. It opens the doors to 75,000 business executives—and only these doors.

Use its power to reach and move today's Buying Power for you. With The Business Week you conserve your advertising expenditure. You concentrate solely on the business leader. The Business Week subscribers are exclusively executives . . . because its editorial content can be interesting and profitable only to men of full executive stature.

That other sellers are reaching the business leaders is demonstrated by the rapid increase in The Business Week's advertising lineage.

BUSINESS WEEK



Men and Machines

A New Viewpoint on a Much-Discussed Problem

By Roy Dickinson

MEN and machines—a fine subject for an argument any day at all.

Is the machine a monster such as the one Dr. Frankenstein created? Is it a benefit to all humanity for having raised living standards, made life more enjoyable for the masses? Or has it thrown millions of men out of work and taken their places? Is it a benefit, or a curse and a threat?

The tractor, to mention but one machine—has made the farmer's work easier and given him more leisure. Or, if you prefer, it has helped cause the present agricultural crisis because it has permitted a reduction of 7,000,000 horses and mules since the war and thereby released 23,000,000 acres of crops now used to grow more cotton and wheat, neither of which the tractor can eat or consume and has thus thrown us all out of balance.

Machines are enslaving us. They are helping us. The traveling crane that lifts forty tons and displaces twenty men is typical of the reason why millions of men are idle while the machines produce more than all can consume.

By taking the place of handicraft which merely met demand as it arose, machines have gone on turning out masses of products that the sales department tries to sell to unwilling buyers by artificial stimulants, say some of the gloomy comments. Thus they have thrown our whole economic life out of balance.

Good mechanics displaced by machines are dumped into the street and must become service men, beauty parlor experts, radio announcers or objects of charity.

The automobile, a machine, has more than paid for itself, says the defender of all machines, in the increase in land values it created within twenty miles of cities.

The industrial revolution which, in the United States, began about 1865, has caused energy and pro-

duction to grow approximately twice as fast as population. Since 1899, this situation has been bringing on one credit crisis after another. Money and credit technique haven't kept pace with technological and production improvements. Money, so important as a final possession in times of scarcity, should decline in importance except as a fast-moving medium of exchange in a period of abundance created by machines.

"They have brought us to the golden age our ancestors dreamed about," said a friend of mine recently, "and we don't seem to know what to do about it." When more than enough of everything to go around is being produced by the aid of machines, a man quite logically is going to need more than a few bags of gold to raise him above the crowd, for some day this paradox will be solved by some men and mere acquisitiveness, a sensible enough habit in times of scarcity, won't then be so sensible.

Should the Machine Be Domesticated?

Some people think that if the machine, since the time of Arkwright, had been brought into the home instead of the factory, we would have had a far better development. They say that if it had been perfected for family manufacture as a sort of descendant of the spinning wheel, it could have been domesticated and would have become a beneficent slave to man, instead of breaking down the home as a self-contained unit and destroying handicraft.

This is one of those theoretical and backward-looking longings for an old homestead, an old-fashioned family producing its own goods with new ease. It wouldn't be so good, it seems to me, were it possible—which it isn't.

A make and consume philosophy instead of the present earn and buy might be good, but it won't

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come unless we build a new mind in the race, without habit, without factory folkways, without the cult of comfort the machines have engendered.

What has the machine done to wage-earners since manufacturing stepped from the fireside where cotton and wool were spun by the women for use, and the men made boots and harness?

In 1900, some 4,713,000 workmen were paid \$2,008,000,000 to manufacture \$11,407,000,000 worth of products. Each worker secured about \$426 while adding \$1.025 to the value of the raw materials.

In 1909, production value had gone to \$20,672,000,000. Value added to raw material by manufacture amounted to \$8,529,000,000 and 6,615,000 workers received in pay \$3,427,000,000 for the year, the average year's wage for each worker being \$518. The gross value of his labor product to his employer was \$1,289.

Now jump to 1919, after the war.

Total value now exceeded \$62,000,000,000. Value added by manufacture was nearly \$25,000,000,000, and each worker's labor product was valued at \$2,757, for which he received a wage of \$1.162.

In 1919, the workers delivered more than twice as much labor product to their employers as they did in 1900. But they still received as their remuneration 17 per cent of the total factory output as they did in 1914 and 1909.

It takes no statistician to dope out that the labor performed by three workers is now performed by one, aided by machinery.

Factory pay-rolls have increased 40 per cent while the number of workers has been kept down in proportion. How about the two men displaced? There is a book on those two called "The Problem of Unemployment," by Paul H. Douglas and Aaron Director. They argue that if machinery does what some people have blamed it for, only a small fraction of our population would be working and a majority, instead of from 2½ to 4 per cent, would be unemployed.

It is not fair to blame all our

troubles on the machine, it seems to me, for many reasons, such as:

1. China, which had a great civilization 4,500 years ago, contains millions of men willing to work for but a dime a day at killing work. Millions are always unemployed. The machine hasn't penetrated there.

2. There is as great economic distress in agricultural countries such as Brazil, Cuba, Jamaica, Australia. Where coffee, sugar, wheat and other basic commodities come from the soil, a glut can cause trouble even if raised by primitive methods. Millions of unemployed still drink coffee, eat bread. The dole of one sort or another keeps many from starving.

3. It wasn't only machines which cut our annual consumption of wheat per capita by more than a bushel since 1900.

It would, indeed, be a sorry outcome of 150 years of research and invention if the machine, by itself, now threatened our civilization.

An Early Lesson in Economics

Arthur D. Little, chemist and inventor, gave this example of the economics of the machine:

"My first lesson in industrial economics was received when, as a boy, I came upon a berry picker who was eating a luncheon of dry bread while beside him were pails heaped with blueberries. I asked him why he didn't eat some blueberries, and he answered, 'I can't afford to.' In other words, the labor cost and consequent market value of the picked, wild blueberries were too great to permit him to consume them.

"Some years later, a simple tool was invented—a kind of dustpan fitted in front with teeth like a rake—which enabled a man to pick a bushel of blueberries in the time formerly required to pick a quart. At once the labor cost of blueberries went down. Canneries were established. Many more pickers found employment, and though they received far less per quart, their daily earnings were so greatly increased that they could have lunched on caviar sandwiches had they cared for them.

The old time news- papers had it . .

The Cincinnati Post

THE day of the strong, influential newspapers that molded public opinion—Gibson's Sun, Greeley's Tribune, Bennett's Herald, Pulitzer's World—has not yet gone.

The Cincinnati Post enjoys like confidence and power today. It was The Cincinnati Post, single-handed and alone, that sold Cincinnati on the idea of a new government, a regime that has since made Cincinnati the best governed large city in the United States.

Of course, The Cincinnati Post numbered among its readers the influential, progressive citizens of the city. While the Post suggested, they stumped the city.

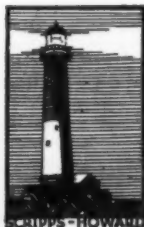
And that government, suggested by The Cincinnati Post six years ago, is still in power, stronger today than ever before.

It is no ordinary type of citizen who reads The Cincinnati Post.

POST CIRCULATION

City and Suburban . . . 144,702
O. K. Market . . . 163,467
Total Circulation, more than 181,000

MEMBER OF THE UNITED
PRESS . . . OF THE AUDIT
BUREAU OF CIRCULATIONS
and of MEDIA RECORDS, INC.



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ICAGO ·
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Post has it now



Typical homes of Post readers in the Wyoming District of Cincinnati. The inhabitants of all five houses in the picture are daily readers of The Cincinnati Post.

It is the dynamic, purposeful, progressive individual who wanting good government for his city, also wants the best for himself and family.

Reach this group most effectively and economically in Cincinnati with The Cincinnati Post.

h Cincinnati Post

SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY
CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
TROY • PHILADELPHIA • BUFFALO • ATLANTA

"In the larger aspects of industry the same process goes on. Through research we come to automatic machinery and lower costs; these permit higher wages and lower prices.

"There have been long periods in history when, in otherwise brilliant civilizations, the world's work was done by slaves. Their monuments remain in the pyramids of Egypt and the ruins of Greece and Rome. In Italy during the time of Claudius the proportion of slaves to freemen is given by Blair as three to one, while in Greece, during her greatest period, there are said to have been 12,000,000 slaves to 5,000,000 freemen. Slowly, through the centuries, the machine has brought emancipation to the worker."

Whether one can agree with this endorsement or not, this fact remains: Early man conquered the terrors of death and famine. It is hardly conceivable that his descendants will succumb to an oversupply of the good things of the world.

With the world's growing population, the remedy for unemployment is not to smash the machine but to have our scientists do more intelligent and far-reaching research.

Science and the machine must have produced jobs as well as displaced men, else our present problem would be multiplied fifty-fold.

Furniture Account to McCready-Parks

The Orsenigo Furniture Company, New York, manufacturer of period furniture reproductions, has appointed McCready-Parks, advertising agency of that city, to direct its advertising account. Magazines and newspapers are being used.

New Accounts to David Agency

The Minnesota Macaroni Company, St. Paul, and Kennedy Mayonnaise Products, Inc., Minneapolis, have appointed David, Inc., advertising agency, with offices in those cities, to direct their advertising accounts.

Irwin Bros., Inc., Chicago, wholesale meats and poultry, has appointed Lethridge, Inc., advertising agency of that city, to direct its advertising account. Business-paper advertising will be used.

Convention Bureau Opposes "Souvenir" Programs

The services of the convention bureau of the Chamber of Commerce of Kansas City will not be given hereafter to conventions or meetings which have "souvenir" advertising programs, it is stated by the Bureau. The following analysis of a program printed for the recent meeting of the Order of Railway Conductors of Kansas City brought about the decision by the convention bureau:

Number of programs printed.....	5,000
Amount collected from advertisers.....	\$6,500
Cost of printing.....	2,600
Cost of postage and supervision.....	300
Amount paid to advertising solicitors.....	2,000
Other expenses.....	850
Final amount cleared by O. R. C.....	750

High pressure and high-handed methods were used by some of the solicitors, it is reported, and many advertisements were sold on unfulfilled promises of "you take an ad and we'll do this and that for you." Merchants paid out \$6,500 for advertising space in order that the Order of Railway Conductors might receive \$750.

Death of Colonel L. D. Starke

Colonel Lucien D. Starke, publisher of the Norfolk, Va., *Virginian-Pilot*, died on July 31, at Norfolk in his sixty-third year. He had engaged in the practice of law in that city for thirty years, negotiating the purchase of the old Norfolk *Pilot* for the late Albert Grandy in 1896.

Mr. Starke was made treasurer of the paper and, on the death of Mr. Grandy in 1903, was made president. This newspaper had consolidated with the Norfolk *Virginian* in 1898. Continuing as president of the combined papers, Mr. Starke gave up his practice of law to devote his entire time to the paper. Mr. Starke was a member of the staff of Governor Hoge Tyler of Virginia a number of years ago with the rank of colonel.

R. W. Anderson Starts Own Business

R. W. Anderson, for several years a member of the copy staff of Russell T. Gray, Inc., Chicago advertising agency, has engaged in business for himself as a free lance copy writer. Offices are in the Daily News Building, Chicago. He was at one time manager of the market research department of *Rock Products*.

G. H. Morrison with Radco Publications

George H. Morrison, former president and general manager of the *West Coast Buyers' Directors*, Los Angeles, is now with Radco Publications, Oakland, Calif., as Los Angeles division manager.

New Account for Mogge

The Franklin Steel Works, Joliet, Ill., have appointed Arthur R. Mogge, Inc., Chicago advertising agency, to direct their advertising account.

Seven Reasons Why Somebody's Business Is Bad

By John J. Consumer

A MANUFACTURER friend told the other day of visiting one of his wholesale accounts. The wholesaler a few hours before had had a personal call from the sales manager of a competing manufacturer.

"Just dropped in," said this up-and-moving sales manager who doubtlessly had just become enthusiastic about the possibilities of getting right out in the field with his men to bring in business, "to see how our merchandise is moving with you."

The jobber looked at the sales manager for a second before smiling. Then he said:

"We haven't carried your line for two years."

My manufacturer friend assures me that plenty of equally unbelievable situations are to be uncovered in his industry and in others. For my part, as a consumer, I can give some experiences which seem to me to bear out my friend's story fully and to explain why some manufacturers' businesses are not so good as they might be.

I.

My alarm clock for three years insisted on being erratic. So, a short time back, after much mental insecurity, innumerable hurried breakfasts and many missed trains, I arrived in town determined to buy an electric alarm clock. I went into the sports store across from my office building, one of a city-wide chain.

Three clerks were busy in a corner, busy arguing over something that may have been Hoover's debt moratorium. I don't know. I do know that I callously interrupted the conference to ask if the store carried electric alarm clocks.

"Yes," said one of the clerks, half turning. He pointed to the bottom row of a glass-enclosed shelf. "There they are."

When he turned back to his ar-

gument, I walked out of the store. And though I haven't seen the last earnings sheet of the chain whose three clerks were too busy to wait on an already sold customer, I have a feeling that other \$12.50 sales probably have been lost, too.

P. S. The Telechron sales office gave me the name of a retail shop where I could buy what I wanted, and I did.

II.

At lunch recently a friend told me his boss had just bought a new water cooler for the office.

"Been in nearly two weeks," he added, "but the people who sold it have been high-hatting us and can't find time to connect it to the water pipe. We haven't had a drink since it arrived."

When that fact about service had soaked in, he added:

"The boss is just finishing a new apartment house. He had specified 150 to 200 electric refrigerators for the building—made by the company that sold us that office water cooler. The boss is changing his refrigerator specifications."

III.

A year and a half ago a national advertiser sold me a heating system for my new home. The plant does a good job, but a few hours' work would make it do a nearly perfect one. For ten months I did everything from asking the local agency to live up to its guarantee to writing about it to the company's president. Nothing was done.

A friend, about to build a house of his own, asked what I thought of my heating system. I told him it was fine, if only it were properly finished off. He specified the same system, told the company about my experiences, and said he would verify the contract when he saw whether the company finally came through on my job.

The song-and-dance that ensued

Purchasing Power

far above the average


There are 372,689 families—1,639,832 people—residing within the A. B. C. suburbs of Philadelphia—a greater population than live in the suburbs of any other American city, New York excepted.

Philadelphia's suburbs are world famous. Here are miles and miles of *homes* owned and occupied by families with far better-than-average incomes. Here is purchasing power that means a steady and ever increasing demand for automobiles, oil burners, mechanical refrigeration, electric ranges, radios—for everything that adds to the enjoyment of living.

No one Philadelphia newspaper affords better than 38% coverage of this huge and concentrated suburban population.

To miss the other 62% of Philadelphia's A. B. C. suburban market is to miss 232,185 families—1,021,614 people.

CURTIS-MARTIN NEWSPAPERS, INC. INDEPENDENCE

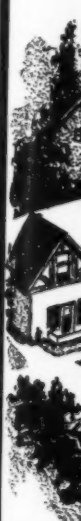
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*In other words, the homes and consumers you
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people than live in the cities of Milwaukee and
Indianapolis combined.*

There is only one way to obtain 100% coverage
of this great market—to influence the buying
judgment of all the people in all the homes in both
the city and suburbs. It is through the Curtis-
Martin group of Philadelphia newspapers—the
Philadelphia Morning, Evening and Sunday Public Ledger and
the Morning and Sunday Philadelphia Inquirer.

You should have all the facts!

INC. INDEPENDENCE SQUARE, PHILADELPHIA

The Philadelphia Inquirer

NDAY

MORNING

SUNDAY

It's the high cost of selling *that eats up the profits*



MANY ADVERTISERS increased their volume but decreased their profits, in 1930. Some will repeat the mistake in 1931, but others will not, for the knowing ones have learned from experience that the high cost of selling in low rental neighborhoods and through cheap newspaper circulation creates a waste, which consumes the profits. Benefiting from experience, these knowing ones will concentrate their selling on Able-to-Buy families.

In Portland the number of Able-to-Buy families is relatively high—higher, in fact, than in most other cities. From the Portland Market

Study it was learned that this group represents about one-half of the families in the city, and that this half purchases 85 per cent of the advertised goods sold in the Portland urban market.

Advertisers who have taken advantage of the study are reaching the Able-to-Buy families at a minimum cost. They have eliminated waste by cutting their selling expenses. Forearmed with the knowledge afforded them by the study, they are in a position to eliminate their unprofitable business and to increase their profitable sales.

The Portland Market Study is a guide to profitable selling. If you have not received a report on it from your Portland representative, ask him to call The Oregonian and arrange an appointment.

The Oregonian

PORTLAND, OREGON

National Representatives

WILLIAMS, LAWRENCE & CRESMER

New York

Chicago

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Los Angeles

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was amusing from the sidelines. Hours were spent in explanations, including an interview with "a high official."

Several hours for explanation, but not one minute for a man on the job to do something.

My friend has finished his house and in it is a different heating system from mine. Both my friend and I today still read my company's national advertising and thoroughly enjoy that line about "satisfaction guaranteed."

IV.

Last summer I needed a bathing suit—and needed it badly, as the old one graphically showed. From a prominent retailer I ordered a simple blue shirt, white belt and blue trousers. At the end of six weeks, during which the owner of the shop said he could not get the costume, the order was canceled for that year.

This year I reordered. For three weeks the retailer gave me frequent bulletins of his efforts to get the manufacturer to supply him. Success finally crowned his persistence. But it certainly was nip and tuck, and things looked dark for quite a spell.

V.

Our yacht club decided this year to inaugurate a new race, and one of our old commodores said he'd put up a few hundred dollars for a trophy. But the trophy would have to be good, he insisted.

I got a sketch from the trophy maker, and the Old Man gave it his provisional okay with a request for a different treatment of the design.

The maker of the trophies was not keen about changing the treatment. He insisted the other treatment could not be worked out, and he sent back a well-botched sketch that included *his* idea of the printing to go on the prize despite the sample of type we gave him as *our* idea.

The commodore would not okay the revamped sketch.

The manufacturer finally sent a man up to see what was what, and who was doing this job anyway? His man confided that the other

treatment could be given. He was the designer, he said, and he should know. Who was right?

We solved the problem—by giving the job to Gorham.

VI.

Foreign travel business is off so badly that there is a proposed cut of 25 per cent in next winter's steamship prices. Yet—

A cousin of mine who works in a prominent travel agency says that the good-looking young men in his office who are supposed to help puzzled people decide where to go are not so busy. But when a mail request comes to them for the outline of a good trip, they very frequently file it on the back of the desk for an answer some time when they are not so "rushed."

My cousin says that you would be surprised at the number of notes which follow up later to say that, not having heard from the agency, the prospect has changed his mind about the trip.

VII.

From the "Cubby Hole," published by James F. Newcomb & Co. "Young Advertising Man Goes Haywire Trying to Buy Book—Forced to Give Up After Intensive Drive."

This luckless youth knew not only the book he wanted but also the full, complete name of the gentleman about whom the book was written. He even knew the publisher's name.

But could he get that book? Not at the first store, even though he waited a week on the promise that it would be sent him. Nor at the second store, which also promised to order it. Nor did he get it at the third store to which he tramped thirteen blocks through slush. All eventually told him the same thing—the publisher was out of stock.

After Christmas, his strength renewed by the holidays, he started around again. In the first store, this time he was told the publisher had not been out of stock at all—it was just the store that was. Now the book was in, and he could have a copy.

That young man's courage and perseverance won out for him in

the end—as it must for all consumers like him who will not take no for an answer to their request to buy something.

That the young man's experience is not novel, I know. Years ago I first gave a Christmas magazine subscription to a niece. She liked the magazine, so I tried to renew it. But it was only my never-say-die spirit that got the renewal. In this year of 1931 it was the month of May before I could convince the publisher that I really wanted to take out another subscription for my niece and that he should let me do the paying instead of pestering her with letters about "friend of

mine, our magazine misses you!" Each year I get older and my will-power weakens. A few more of these renewal tussles and it will be well into November of the year until I get that publication to take my \$2.

* * *

But John J. Consumer is a game guy. He may be battered and bruised, but he never surrenders. Business may be bad, but it never will get so bad that he won't fight to the last ditch to buy what he wants. And he'll get it, what's more, in spite of retailers and manufacturers lined up against him!

What Groucho Says

Who's Chiselling Now?

OH, yep, I promised to tell you about Bill, my assistant, when I got a busted leg. Well, Bill came out to see me every day or so. First time, I was in agony. Bill had a very funny look. How come? Well, he was very sympathetic. Oh, yes, Bill is very fond of me, but here was his big chance to play off his own bet, to be boss of my accounts. See? You see in Bill's friendly heart he hoped my leg wouldn't hurt and that I'd get well. In Bill's ambitious heart he kinda hoped, without admitting it to himself, that I'd die or be a cripple for life so as he could be the boss of my accounts and get a better job.

'Nother thing, whenever Bill came out to see me he told me what he *had done* for Biddle, Ames and the rest. He never asked me what he *should do*. See the diff? Bill was proving he was competent. When I'd tell him how much better I was, one side of his face would light up with joy for his friend, the other side would droop with disappointment cuz I was coming back to boss him soon and he thought he was doing the job better than I could.

I shouldn't be sore at Bill? Well, I ain't. Bill just has a bit of human nature in his system.

Not only that, I remember when I was an assistant and my boss was in the hospital for a dangerous operation, and I couldn't help thinking how much I wanted him to come through O.K. and also how I hated myself for figuring out how I was gonna try to get his job if he didn't come through. Heck no, I don't blame Bill, but I'm not gonna croak or be crippled permanently just to help Bill get a better job, either.

Guy who gets my goat is Gent. Treas. He's been watching with his eagle eye. Sez he: "Groucho, when you were out, Bill seemed to handle your work O.K. If Bill was out, you'd handle it O.K. How come we need the two of you on our big salary list?"

What! By gosh—that's an idea. Say, you're a smart feller. I was doing nothing but think for about six weeks, how come I never thought of *that*? Big idea! I'll line up Gates, and Bill, and the other reps and subs and we'll start a campaign to prove we *don't* need a Gent. Treas. Thanks for the tip. By heck, there's nothing easier these days than to prove we don't need a treasurer. If we need to save a salary why not save his? I guess that will shut him up.

GROUCHO.

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Aug. 6, 1931

WHEN ADVERTISING "C"

FRIGIDAIRE SALES CORPORATION

of NEW ENGLAND

23-25 BLANDFORD STREET—BOSTON, MASS.

Telephone KENmore 7900

May 7, 1931.

Boston Herald-Traveler Corporation
Boston, Massachusetts

Gentlemen

I thought you would be interested in a check-up of the effectiveness of our advertising that was run in the Boston papers on Frigidaire during the month of April.

It is not often that we are able to definitely trace the results of any particular piece of advertising. However, during April, in presenting our new Advanced Refrigeration Models we advertised in all the large Boston papers a special Spring Showing of these new models. Through coupons in the advertisement we were able to definitely establish which newspapers brought the many interested people to our Showrooms.

Out of 1866 groups (usually two or three people in each group) there were 1365, or approximately 74% of the total, who came in as a result of the advertisement they saw in the Herald-Traveler. The other four Boston papers accounted for the remaining 26%.

This concrete evidence of the effectiveness of the Herald-Traveler advertising means to us that your paper was an important factor in bringing to us during April the largest month's business in the history of Frigidaire's operation in New England. We did a business far beyond our expectations and are greatly pleased at the reception the public has given our new Advanced Refrigeration.

Very truly yours



Manager

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—THE HERALD-TRAVELER PLAYS THE MAJOR ROLE

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During the month of April, when Frigidaire enjoyed the largest month's business in the history of its New England organization, the Herald-Traveler established its superiority in attracting people of New England to inspect the new models. Based on keyed advertisements, run in all Boston papers, coupon returns from the Herald-Traveler were double those received from all other Boston papers combined. Of the 1866 returns, 1365, or 74% of the total, were received from the Herald-Traveler advertising.

This is not an isolated case of Herald-Traveler performance. The refrigeration lineage as used in the Boston papers definitely establishes the Herald-Traveler as first choice of this important and rapidly growing industry.

6 Months Linage 1931, Electric Refrigerators

Herald	63,275
Globe	31,694
Post	27,540
American	9,850
Transcript	9,109

Figures from Media Records, Inc.

years the Herald-Traveler has been first
mal Advertising, including all financial,
le and publication advertising among
daily newspapers.

Advertising Representatives:
GEORGE A. McDEVITT CO,
New York Chicago Philadelphia Detroit

ON HERALD TRAVELER



Frequently Amazed



by the intimate knowledge shown by their high school sons of the merits of competing products for general family use, parents today are lending an attentive ear to the opinions of these young men.

More and more the high school boy, the lad in his teens, the Scout, is becoming a deciding factor in family purchases.

More and more manufacturers, recognizing this trend, are telling their story to the leaders* among high school boys in the boys' own magazine—**BOYS' LIFE**.

* Folder giving substantiating facts sent upon request.

JACK PARSONS, age 16,
Los Angeles High School
is a typical reader of *Boys' Life Magazine*.

BOYS' LIFE

2 PARK AVENUE NEW YORK

CHICAGO
9 W. WASHINGTON ST.

BLANCHARD, NICHOLS, COLEMAN
LOS ANGELES SAN FRANCISCO

BOSTON
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Through the Ear or Through the Eye?

Aesop Glim Believes Speaking and Writing to Be Two Different Arts

By Aesop Glim

"**H**OW does your copy sound? Read it aloud and let's see if that is what you'd say, if you had a prospect right here in the room with you."

"If you were a dealer—and a woman came into your store—is that the way you'd start telling your sales story?"

Whenever I hear that type of comment on copy, I am invariably possessed with the desire to answer: "Yes, let's see how it *sounds*. And then let's *hear* how it *looks* upside down." For, in my opinion, copy never *sounds*—it is a silent deliverer—it gets itself read, if you're skilful enough to make it readable.

To avoid any extra misunderstanding and disagreement, let us agree that we are talking today only about the body of our message—the text itself—and not about the headlines and layout and art elements which must first have stopped our readers for us. Let us remember that we have them stopped and that today's discourse has to do with the important subject of what to say in the first paragraph and thereafter—and how to say it.

We are interested in headlines only to the extent that our first paragraph must pick them up at the point at which the headline has stopped them. If we've stopped them with news, we can't jump immediately to philosophy. If they have been led to expect meat, we can't offer them candy.

Our problem is how to hold the interest we have arrested and how to convert that interest into some mental conviction or emotional urge which will make our readers do something we desire.

* * *

Copy doesn't *sound*—it shouldn't be built to sound. The methods and techniques of writing and of speaking differ as widely as the

poles. And the most you can say is that they're both in the same world.

I have a friend—a famous chemist—who enjoys considerable reputation as a writer *and* as a speaker. I consulted him on this question. He said: "I couldn't possibly use the same methods in both cases. I couldn't possibly get away with my speaking methods in my writing—nor my writing methods in my speaking."

This does not imply that he uses "tricks" in either case. He is delightfully *unselfconscious* at all times. In his writing you get *what* he says and not how he says it. And, in his speaking, you detect no orating; once again, you get *what* he says. His message may be identical in a speech and an article; his method of delivering the message changes with his medium.

I was particularly interested in certain things this man said as to the differences between speaking and writing. He did not have advertising copy particularly in mind—yet notice how closely the differences apply: "You can use bigger words when speaking than when writing. Speaking allows big words—the audience gets the significances even when, occasionally, they don't know the exact definition. A negro preacher gave his definition as to what speaking requires as 'Exploundation, Argufyin' and Arousement.' I could use even words like those in speaking; but not in writing. Obviously these definitions call for impressive words, rumbling words—an appeal to the ear, musically and emotionally, as well as (or even more than) intellectually.

"In writing it is essential to use short, easy words. 'Do it now'—for example—would be perfectly good writing in places where it would be very bad speaking. I

would say that, in writing, you can usually be more direct—once you have their attention—than in speaking. If you're right, you don't have to spend time and effort being overly polite.

"I would say that sequence of thought—careful construction—is far more important in writing than in speaking. The speaker is on hand to keep track of the situation—he can shift his attack—he can bring the audience back to the point, if he loses them or if he deviates from his main line of attack. In writing, none of this quick shifting is possible. You must first go to *where they are* for your starting point—find some common denominator which will stop and interest a sufficient number—then, on a completely planned approach, lead your audience to the end of your story.

"You also lack—in writing—the staging which you are automatically given for speaking. And, lastly, you have the force of your own personality to hold the interest, when you talk—and you don't have it when you write. Neither your personality nor the tone of your voice can help you in the slightest when you deliver a message in writing."

* * *

Don't submit your copy to the test of being read aloud. On the one hand it means nothing and is therefore a waste of time. On the other hand, you will probably change it in ways which will weaken it as copy. And you may even think it is good when it isn't. Your reading ability may make it *sound* better than it really is.

The question as to whether this is what you would say "if you were a dealer—and a woman came into your store" is wholly out of order. The store has staged the dealer in a way your copy cannot be staged. And the woman *has* come to the store—which is usually much nearer the point of sale than you find her when she reads your advertisement.

The basic sales arguments may be the same in either case. But the approach, "the tone of voice" and the sequence are almost sure to differ. To appreciate this fully,

suppose that, instead of selling goods, your immediate task is to sell yourself into a new job. The letter you would write about yourself would certainly differ in tone from the speech you would make in an interview. You would sort and arrange your facts differently. There are undoubtedly certain facts you would include in one case and omit in the other.

Someone is sure to bring up the argument: "Suppose, for example, a woman gets excited by your advertisement and reads it aloud to her husband. Shouldn't it read well?"

My belief is that it will read well—because of her personality and her excitement or interest. She will add to it—with gestures—with comments. But remember, no one read it aloud to her in the first place. Something non-oratorical got her interested.

* * *

There is one shining example which illustrates the important differences between writing and speaking. Listen to the radio programs. How often—particularly in the announcer's lines—do you instantly detect the copy writer's fine Italian hand? You can be sure that this rings just as falsely to the layman—who doesn't even know there is such a thing as a copy writer.

If your prospect is going to receive it through the ear—word it for his ear! If it will go in through the eye—don't test it for the ear!

Now Christmas Trees Get a Brand Name

The Washington Christmas Tree Association has been organized, with headquarters at Seattle. Carl Leon is president. The organization will conduct a national advertising campaign featuring Washington evergreens under the brand name of Cris Cringle Christmas Trees. J. William Sheets, Seattle advertising agency, will direct the campaign.

Station KEX Advances Larry Allen

Larry Allen has been appointed manager of radio station KEX, Portland, Oreg., succeeding W. D. Norvell. He has been production manager for the last year.

He waits for it.... He walks for it.... He plops down a quarter for it

ONLY one out of every 200 readers of True Detective Mysteries finds a copy waiting in the mail-box.

No. The reader of True Detective Mysteries buys his copy from the newsstand. Because he *wants* it.

It's a deliberate move. It's planned. It's as determined as going to the theatre to buy tickets.

Obviously, this action points to but one thing—*reader interest*. Alert, living reader-interest. Because the magazine that people go out and buy is the magazine they'll read. 99 out of every hun-

dred copies of True Detective Mysteries are bought this way—at the *newsstands*.

True Detective Mysteries current rates are based on a 500,000 circulation guarantee. In recent months many advertisers have received a circulation bonus of more than 200,000—equivalent to getting an extra magazine on the schedule without paying for it.

If your sales need bolstering investigate True Detective Mysteries. We have facts worth getting. Write for our reader survey. Address Graybar Building, New York City.

99.6% News Stand Sale



TRUE DETECTIVE MYSTERIES

MEN BUY 8 COPIES FOR EVERY 10 COPIES

New C

definitely establish Mi

of Big BusinessFar

An accurate indicator of the relative importance of agriculture in any section of the country is the value of the agricultural implements and machinery in that territory. Certainly, unless farmers are making money they are not likely to increase their investments in implements and machinery.

According to the 1930 United States Census figures, just released, the Midwest has 53.9% of the total value of the nation's agricultural implements and machinery. These new figures show a gain over the 1925 Census figures which gave the Midwest 51.1%. The Northeast has 22.5% as against 25.6% for 1925; the West has for 1930 11.8% as against 10.6% for 1925; the South has 11.8% as against 12.7% for 1925. This comparison furnishes pertinent evidence that the great Midwest, where Capper's Farmer's 975,000 circulation is largely concentrated, is the center of the big-business farming industry.

In the sectional increases over 1925, the Midwest showed a greater gain on percentage basis than the country as a whole. The total United States gain was 22.8%, while the Midwest gain was 29.6%.

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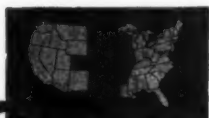
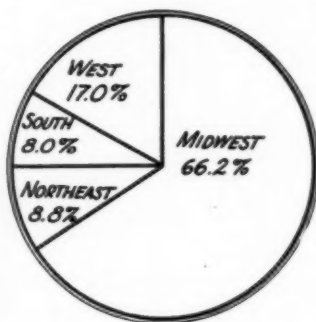
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Census Figures

Midwest as Center

Farming Industry

Breaking down the total of the United States gain in agricultural implements and machinery between 1925 and 1930, 66.2% of the purchases of agricultural implements and machinery in these five years were made to farmers in Capper's Farmer territory; 17.0% to farmers in the Mountain and Pacific States; 8.8% to farmers in the Northeast; 8.0% to farmers in the South.



Capper's Farmer

ARTHUR CAPPER, Publisher

CIRCULATION—975,000

Why There Ain't No Ornomorunkuses

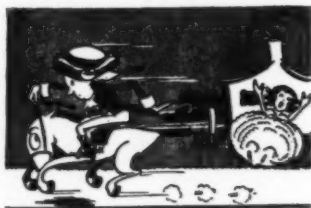


EVERY school child knows that there ain't no ornomorunkuses. Time was, however, according to the Robinson Manufacturing Company, of Westfield, Mass., when no family circle was complete without a pet one hitched to the porch rail or gallumping around with the kiddies. The cause of the complete extinction of this beast with the euphonious name is the basis of a sorrowful story told by the company in a current advertisement.

"Noah, the first man to ride into a high place on a wet issue," says the advertisement, "did the ornomorunkus dirt. With all the fuss of getting the ark away from the dock on time, Noah forgot to send 'Ornie' a sailing schedule and the poor beast missed the boat."

All of which explains the present deplorable lack of ornomorunkuses. The advertisement which carries this touching tale is one of a series featuring the 5 in 1 Robinson Reminder, a combination reminder pad and billfold unit, with the aid of which Noah might have done right by the ornomorunkus. The series, entitled "Faux Pas of the Famous," is running in magazines.

Another advertisement of the series exposes Paul Revere's social error in passing up the Amos Dunwiddles on his famous ride, an error of omission which several generations of Dunwiddles have not forgiven. Santa Claus, Rip Van Winkle and Robinson Crusoe are other characters whose slips of the memory are exploited.



Enthusiasm

"THE new Arden Lipstick Ensemble endows you with the power to change your personality to suit your mood—or your gown."

"Helena Rubinstein knows more than anyone else in the world about the effect of climates on complexions."

"Bond Bread is the only food that brings you the extra sunshine vitamin-D you lack."

"The Most Important Announcement in the history of Coffee Merchandising. The new Maxwell House Vita-Fresh Process. . . ."

"Lysol' is the most economical disinfectant in the world, too. Every drop will kill 200,000,000 bacteria."

"And there has never been a powder to go on so smoothly, or cling so long—never because only in Princess Pat do you find the soft, naturally adherent almond base—instead of starch."

"Everybody's using Ivory Snow to wash silks."

"Everybody who ever sold Gulbrandsen Radio has made money out of it."

Of course Bundscho's likes
to handle big accounts but
that desire has never kept us
from working mighty hard
to get the small ones, too.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

Walk the same *into times*

AN OPEN LETTER TO THE CLEAR-THINKING
BUSINESS MEN OF AMERICA . . . Eighth of a Series

DECIDEDLY, this year has been a season of good sense in advertising and selling.

Products to be promoted have been tested and tried, refined, and improved. Waste motions in production and distribution have been cut, losses plugged, excess profits pared, to make the price as well as the product right.

This year's advertisers form a preferred list of sound businesses having worthy things to sell, a fair chance to sell them and smart and efficient promotion programs.

On this basis *The Literary Digest* has fared well—both in circulation and in advertising volume. And now, as many businesses begin to plan their schedules for next year—*The*

Digest points out that the same rules of reason will apply then, and that equal effort will bring increasing returns.

In almost any sound advertising plan for 1932, *The Digest* belongs at or near the top of the magazine list. Its public is that great middle class of responsible families whose status is secure and whose standards are high. An active, established, always-buying crowd—up to the times and ahead of their neighbors.

Readers of *The Digest* have not only the means with which to buy (as proved by income analyses) but also the habit of buying in response to advertising—as proved by the plain fact that their subscriptions are secured by advertising.



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straight line of plenty . . .

Many leading advertisers today are going straight on. They know that now is the time to take decisive action. They know that now is the time to make larger plans for the sweet bye and bye—when the same sane principles will have richer chances to produce. . . . They are ready to reap.

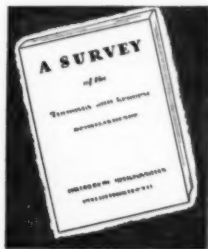
DRAW YOUR OWN CONCLUSIONS



The Literary Digest offers to help you make a thousand-name check of reader responsiveness—and will rest its case on the returns. If interested, ask for details. Our subscription list is always open for inspection and tests for quantity or quality are welcomed.



The Literary Digest is an essential magazine—more than 70% of its subscribers are executives, owners of businesses or professional people. . . . It enters the best million homes with telephones, a market which buys two-thirds of all advertised commodities and buys them first. *The Digest* reaches 36% of all families of \$10,000 income and over and 20% of all families having over \$5,000 income. *Digest* advertisers buy a guaranteed average circulation of at least 1,400,000 preferred prospects. Write for rates and further facts.



The Literary Digest

A M E R I C A N O P I N I O N

How the Bausch & Lomb Suggestion System Cuts Costs

Awards to Employees Are Based on the Savings Made Possible by Their Ideas

By Ed Wolff

"IN a large business like ours, it is too readily believed that everything which we do is the result of experience and therefore must be right. This is not always the case, and as we are always trying to improve conditions and prevent waste we welcome suggestions from employees."

Bausch & Lomb, America's largest optical manufacturers, speaking—speaking with special emphasis to the factory workers, the men and women, skilled and unskilled, who work over machines and benches day after day. Yes, and getting suggestions by the score—suggestions so valuable that they contribute worth-while sums to the annual savings.

You are familiar with the usual "suggestions wanted" method, of course. A box is installed near the employees' elevator, equipped with a sign reading "\$5 paid for any suggestion accepted"; twenty or thirty suggestions are received during the initial three weeks; then stagnation. That plan doesn't work. The Bausch & Lomb plan does.

So satisfactorily does it work that F. A. Eaton, secretary of the Suggestion System, expressing the views of the corporation, believes that "a suggestion system of some sort is worthy of consideration by any company of moderate size." And other manufacturers send in so many inquiries regarding the Bausch & Lomb plan that its details have been put into type for free distribution.

Here, abridged, is the story. In October, 1924, Bausch & Lomb inaugurated what they term their Suggestion System. Shortly thereafter, PRINTERS' INK carried an article on the subject. That article was the outline of an experiment. This present article is a brief record of successful operation—with the wrinkles now ironed out.

Suggestion boxes are placed at various points throughout the plant, particularly at all exits and at the entrance and exit of the dining-room. A committee composed of the division managers, with the general manager acting as chairman, gives final consideration to all suggestions before an award of more than \$10 is made. Any one of the division managers' O. K. is sufficient on all awards of \$10 or less.

The secretary of the Suggestion Committee attends to all business in connection with suggestions. Suggestions are taken from the suggestion boxes daily and delivered to his office. Here they are divided according to class, and sent to the division managers to whose division they refer.

The division manager sends them to the superintendents and foremen of the departments concerned. After consideration, they are returned to the division manager, and then to the secretary. Those approved by the division managers are then brought before the Suggestion Committee, which meets once a week. Those rejected are filed away and the reasons for rejection sent the suggestors.

Awards All in Cash

Awards are all paid in cash, based on the yearly savings made possible by the suggestions. Where any tool cost is involved, one-quarter of the total cost is deducted from the gross savings to arrive at the net figure upon which the award is based. Then, one month's saving is paid to those in group number one; two months' to those in group number two; and three months' to those in group number three.

Employees are divided into three groups so that each may be considered on its own merits. If all

{II—Prospects Preferred}

MUST WE GO ON?



Many an intrepid motorist went bumping over the detours of yesterday and came home convinced that quality flew out the window when mass production came in the door.

Much water has trickled over the dam, however. The same motorist buys a better car today at lower cost from an industry which has many times doubled and redoubled its output. Yet the feeling still persists that quality and high cost are synonymous, that good work and quantity manufacture are, in the very nature of things, as far apart as the poles.

Quality control, as modern management practices it, blows that ingenious theory to bits. It starts, naturally enough, with the product itself. What's it for? How good should it be? How well is it actually being made?

How can production technique be adjusted to improve quality without shooting costs skyhigh?

That plan of attack leads to careful in-



(Continued on the next page)

(Continued from preceding page)

struction, supervision, inspection. It goes a step farther. It leads the ceramic manufacturer to the tunnel kiln. The refrigerator man turns to continuous enameling. The textile, the candy, the cigar plant finds it must control the weather. A hundred industries adopt welding, spray painting, automatic packaging.

Must we go on? If it is easy to argue that quality costs more to produce, it is just as easy to point to new equipment and new processes which produce more, produce better, produce at lower cost. Without quality—which establishes markets—there can be no mass production. Control quality—the right equipment in the right place is one sure means to that end—and mass production will take care of itself.

* * * *



Read by general managers, works managers, general superintendents, factory managers, etc.

managers and know what they are trying to accomplish in their plants, what equipment they need to do it with, and how to use the equipment they buy—profitably.

Quality control is only one of the fundamentals of modern plant management on which FACTORY & INDUSTRIAL MANAGEMENT keeps its readers in all lines of manufacturing informed. Each issue brings them news of what other plants are accomplishing through the use of new methods, new ideas, and new equipment.

The more than 30,000 men who read **FACTORY & INDUSTRIAL MANAGEMENT** are preferred prospects for you because they are alert, well-informed

FACTORY AND INDUSTRIAL MANAGEMENT

A McGraw-Hill Publication

520 North Michigan Ave. Chicago, Illinois

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employees were considered as members of one group it would be impossible for the man at the bench to compete with foremen, or those who have specifications, cost figures, time studies, and other similar help available.

Groupings are as follows:

Group number one includes foremen and assistant foremen directly in charge of departments, and salaried employees in the scientific, technical, planning, chemical, experimental and other similar departments.

Group number two includes assistant foremen not directly in charge of departments, and clerical workers connected with the cost, standards, scientific, drafting, specification and other similar departments.

Group number three includes all employees not included under groups number one and number two.

Improvement in methods, processes, product, etc., are part of the duties of a foreman and assistant foreman for which they are paid, therefore they are not entitled to as large an award as other employees.

In the committee meetings, the suggestions are known by number only and are considered as group No. 1-2-3 suggestions. Therefore, the committee is able to arrive at the award without knowing the name of the suggestor.

The suggestion plan was introduced to the employees through the plant magazine, "The Reflector."

Every monthly edition of "The Reflector" contains a page devoted to the Suggestion System and lists the types of suggestions and the awards paid. Some of these articles are illustrated by sketches and stories. The names of suggestors who receive awards are published with the name of the departments they work in. Throughout the year, large posters are placed upon the bulletin-boards urging the employees to participate in the System.

As an example, during the first two weeks of June three awards were paid of \$200 each, one of \$160, one of \$150, with others

ranging from \$3 to \$25. Awards of \$300 and \$400 have been paid. When you recall that those cash awards represent only a part of the estimated annual savings which they initiated you can visualize the savings involved for the firm. And this has been going on for years.

However, even a method which pays employees such substantial sums will occasionally exhibit a tendency to lag. Stimulus is then supplied in the form of extra awards—vacations on full pay ranging from two days to a week.

Some of the Topics

At times, too, a new twist is given. Foremen and superintendents are asked to propose topics on which they would like suggestions. Among the recent proposals were (1) How to solder natural gold spectacle frames to overcome various difficulties; (2) How to remove field glass prisms from the plaster molds which hold them for polishing—with especial reference to eliminating damage resulting from knocking off the plaster with wooden mallets; (3) How to reduce cost of machine repairs.

Ideas resulting from proposed topics as well as uninspired suggestions have yielded such acceptable solutions to different problems that seemingly far-fetched technical questions are sometimes slated for consideration. One instance is the request that the factory workers should originate a new trade-mark.

The company's original trade-mark was virtually a triangle within a circle. This being (among other things) too conventional, it was superseded by a design bearing the head and shoulders of a symbolical human figure. But now the detail was so involved that reducing this mark to a size acceptable for use on field glasses, microscopes, etc., was impracticable.

Every Bausch & Lomb employee knows, or can easily ascertain, the space permissible on optical instruments for a trade-mark. So the problem was put up to them. It is confidently expected that suggestions will be offered which may end the existing difficulty. Of

course, in such event, where no saving is involved, the size of the award must be determined empirically by the committee.

If the award granted should be considered inadequate, the employee will have the right to appeal. This right is an integral part of the system and is well known to participants. A testimony to the fairness of the committee is the fact that appeals are very seldom invoked.

To Publish "Research Laboratory Record"

Research Laboratory Record is the name of a new monthly magazine which will be published in the near future by the Nelson Publishing Company, with offices at 420 Lexington Avenue, New York. Victor L. Parks is publisher of the new magazine, the editorial contents of which will be devoted to the interests of directors and workers in commercial industrial laboratories and to the staffs of research departments conducted by private firms in all fields of business. Mr. Parks is also treasurer of the Nelson Publishing Company.

To Judge Mutual Insurance Advertising Exhibit

Judges for the advertising exhibit to be held in conjunction with the annual convention of the National Association of Mutual Insurance Companies at Chicago, October 5 to 8, have been appointed. They are: O. C. Harn, managing director of the Audit Bureau of Circulations; Guy C. Smith, advertising manager of Libby, McNeill & Libby; and Homer J. Buckley, chairman of the board, Buckley, Dement & Company.

Made Editor of "Mill & Factory Illustrated"

Hartley W. Barclay, who recently completed a study of marketing methods and costs for the joint merchandising committee of the mill supply business, has been appointed editor of *Mill & Factory Illustrated*, New York. He succeeds Morgan G. Farrell who has gone into business for himself.

Joins Pennsylvania Select List

The Susquehanna, Pa., *Transcript* has joined the Pennsylvania Select List and, effective September 1, 1931, will be represented by Fred Kimball, Inc., in the national advertising field.

Rubberset to Presbrey

The advertising account of The Rubberset Company of Newark, N. J., has been placed with the Frank Presbrey Company, New York.

"Anyone Can Cut Prices, But—"

J. ARTHUR MCCOY
ADVERTISING AND PRINTING SERVICE
BOSTON

Editor of PRINTERS' INK:

I recently used a quotation "Anyone can cut prices, but it takes brains to make a better product" by Armour, and have been requested to authenticate its source.

I wonder if this name Armour is familiar to you and whether you know any business writer by the name of Armour who might have used the words.

J. ARTHUR MCCOY.

THE quotation "Anyone can cut prices, but it takes brains to make a better product" was credited to Philip D. Armour, founder of Armour and Company, packers, in an article written about him and published in the February, 1917, issue of the *American Magazine*.—
[Ed. PRINTERS' INK.]

Death of C. F. Miller

Charles F. Miller, president of the Hamilton Watch Company, Lancaster, Pa., died recently at Baltimore. He had been with the Hamilton Watch Company for twenty-three years, since 1910 as president. Before he became associated with the Hamilton company he was engaged in the soap manufacturing business.

To Represent Furniture Papers

The Furniture Publishing Corporation, Jamestown, N. Y., publisher of *Furniture Index*, *Metalcraft* and *Wood Working Industries*, has appointed Ashley Kennedy as its Chicago representative. His headquarters will be at 6825 Greenview Avenue.

With Harley L. Ward, Inc.

W. N. McKamy, formerly with the Gundlach Advertising Company and, more recently, with the Chicago office of the Fawcett Publications, has joined the staff of Harley L. Ward, Inc., publishers' representative, Chicago.

"Junior Home" to Change Size

Junior Home, Chicago, will change its page size, effective with the September issue, to 8½ by 11½ inches.

Suture Account to Towell

The Scanlan Laboratories, Madison, Wis., manufacturers of surgical sutures, have appointed Arthur Towell, Inc., advertising agency of that city, to direct their advertising account.

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Your Equipment—Or Somebody Else's?

Who could be in a better position to decide which equipment will stand up on the job than men on maintenance engineering staffs? They are responsible for keeping it running. Their job is to live with it, keep it serviced, keep records of its performance and keep it on the job. It is natural that



Just as the Chinese Doctor has to prevent injury to his patients, maintenance engineering staffs in industry have to keep the equipment in their plants running properly. Certainly, they "fix things up" when necessary but their primary responsibility is to foresee and prevent breakdowns.

lean heavily on their recommendations in selecting the right equipment for the job.

In selling to industry make certain that men on maintenance engineering staffs are thoroughly familiar with the advantages of your equipment, materials or services.

* * * * *

The world's largest manufacturer of cameras has a maintenance engineering staff of more than 800 men. It must be a good sized job.



Read by maintenance superintendents, plant engineers, master mechanics, chief electricians, etc.

MAINTENANCE ENGINEERING

(Formerly INDUSTRIAL ENGINEERING)

A McGraw-Hill Publication

520 N. Michigan Avenue

Chicago, Illinois

This Chain Used Its Store Managers to Check Media

It Prepared Some Pie Charts of Its Own That Would Do Full Justice to a Publisher's Representative

By J. Marshall Duane

Advertising Manager, First National Stores Inc.

EVERYONE tells the advertising manager to begin his work with facts. And so far as quantity of facts is concerned, the problem is solved. Newspapers all have gone in for facts in a big way and every newspaper representative carries them around in bulging portfolios, hip pockets and up sleeves.

There may come to other advertising managers and interested executives a yen some day to try some old-fashioned home-grown, home-cooked facts. We had such a yen one day after sitting in a daze of statistics, charts, graphs and etceteras from first one newspaper friend and then another and another.

Out of the fog came an idea. Such a simple, kindergarten idea that it hardly deserves the name. "Why," we queried ourselves, "don't we go get some facts of our own?"

Information on the number of car owners who read Paper A; pie charts showing incomes of readers of Paper B—all excellent.

But how many customers of First National Stores read the advertisements? And in which papers do they read them?

So we raised some facts of our own. And in doing so we discovered the potentialities of our own organization for market research.

We have more than 2,500 stores in New England, concentrated, naturally, in sections of densest population, such as Boston, Worcester, Springfield, Hartford, Brockton, Portland, Providence and so on down the list of 500 and more cities and towns. Many of the stores have been established in the same location for years and First National managers are on terms of more than nodding acquaintance with thousands upon

thousands of New England housewives.

In brief, we have a machine ready made for market research. No doubt our first large-scale production of facts from this set-up

Superintendent's Summary	
TO BE USED FOR TOTAL FIGURES OF EACH SUPT'S ROUTE	
Advertising Questionnaire Week Ending _____	
1. What Sunday Papers Do Your Customers Read?	
SUNDAY ADVERTISER	TOTALS <input type="text"/>
SUNDAY GLOBE	<input type="text"/>
SUNDAY POST	<input type="text"/>
DAILY PAPERS	
2. Do Your Customers Read Regularly Our Ads in Daily Papers?	
YES <input type="text"/>	TOTALS <input type="text"/>
NO <input type="text"/>	<input type="text"/>
3. If So What Daily Paper Do They Read Regularly?	
DAILY GLOBE	TOTALS <input type="text"/>
POST	<input type="text"/>
HERALD-TRAVELER	<input type="text"/>
DAILY AMERICAN	<input type="text"/>
DAILY RECORD	<input type="text"/>
DAILY TRANSCRIPT	<input type="text"/>
RADIO	
4. Do Your Customers Listen to Our Radio Program Which Comes Out Tuesday and Friday at 9 A.M.	
YES <input type="text"/>	TOTALS <input type="text"/>
NO <input type="text"/>	<input type="text"/>
Number of Stores included in the record _____	

Superintendents Transcribed the Figures from the Stores on Their Routes on a Card Like This One

was faulty. In fact we know that it was not perfect. But the next time we hope to improve the technique and cut down the margin of error.

Here is what we did and how we did it.

We wanted a study of Metropolitan Boston first, so we selected a thousand stores in various districts—high class, middle class and poorer class. The store manager was used as the researcher. For

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P. S.

There are many oases in this rich land of ours where goods and wares can be sold much the same as usual if the proper sales effort is put forth.

Have You Investigated

York County Pennsylvania

where prosperity runs very evenly through all kinds of business cycles and do you know that the way to reach the people of this community is through the columns of their newspaper standby,

The York, Pa. Gazette and Daily

which covers this *whole* territory completely and intensively?

HOWLAND & HOWLAND, Inc.
National Representatives

New York
393 Seventh Ave.

Chicago
360 N. Michigan Ave.

P. S.—Right now the Pa. P. & L. Co. is building a thirty million-dollar hydro-electric plant across the Susquehanna river between York and Lancaster Counties.

every superintendent there are eighteen stores: For every supervisor there are six superintendents.

An explanation of the whole proposition was given to supervisors and every effort was made to get across the necessity of an accurate, conscientious job at the point of the fact-gathering—the store manager.

Each manager of a store, in the group of a thousand, was furnished a counter card with complete instructions as to its use. Printed the long way of the card were four groups of questions:

No. 1. What Sunday papers do your customers read regularly? Underneath was a column for each Sunday paper; No. 2. Do your customers read our ads regularly in daily papers? Underneath, two columns headed Yes and No; No. 3. What papers listed do they read regularly? Underneath, columns headed by names of newspapers; No. 4. Do your customers listen to our radio program Tuesday and Friday at 9 a. m.? Underneath, columns headed Yes and No.

A summary card was provided the superintendent for transcribing the figures from the stores in his route, for noting the number of stores included in the record and other data.

The study got under way on a Monday morning, to last a week. In from two to five days after the end of that week, we had a report of over 50,000 "calls" representing a cross-section of our Metropolitan Boston trade. The facts as to the position of the various papers are our own. They give us something on which to plant our advertising feet.

The number of customers who reported reading our advertisements was somewhat of a surprise, for we have read now and again the assertions of the experts to the effect that grocery chain-store advertising is terrible and naturally have felt pretty badly cut up. The experts will retort that customers told managers what they thought managers wanted to hear. We guarded against that sort of reaction and feel that very little of it is represented in the completed survey. More than 42,000 cus-

tomers said they were reading our advertisements regularly; 8,000-odd said they weren't.

Our really big surprise came, however, in the reaction to the radio question which elicited close to 29,832 yeses and 13,824 noes. First National Stores' radio experience is like that of many other advertisers—in the questioning state. We have been presenting what we have felt would be an attractive radio feature to New England housewives, but we had no idea that we were getting such a substantial reception. On such a moot subject as radio, a fact of such dimensions, even though it be of the advertiser's own crude garnering, is worth a great deal.

Sales Promotion Managers Can't Be Prima Donnas

THE ESMOND BLANKET SHOP
NEW YORK, JULY 30, 1931.

Editor of PRINTERS' INK:

We do not agree with the sales promotion manager who, writing in PRINTERS' INK of July 9, complains that retail stores are unkind to the manufacturer offering demonstrations. Of course if a manufacturer's representative adopts a prima donna attitude, it is possible that the store management may feel heckled or antagonized at the very outset.

Once in a while the two young women on our sales promotion staff have felt that they were cast in the role of stage hands, but in the majority of cases they have met with cordial co-operation and demands for a return engagement. In this work, the same as any other, one must grant the usual allowances for things not always being as ideal as we would like to have them.

To ask a store to take on someone to specialize on manufacturers' displays seems an ambitious request in these times. In view of the great variety of systems under which stores operate, we would not feel warranted in advising a procedure for the other fellow, but we are thankful for a hand of welcome wherever it may be found.

It isn't the title that makes for co-operation. Sometimes it comes from the advertising manager, sometimes from the display man or merchandise manager, and in one store it was the assistant stylist who gave our representative the assistance and encouragement that insured successful results.

If the store management can be convinced that the manufacturer will furnish a means of bringing more people into the store and will help the sales force to take better care of them when they get there, there is every reason to expect harmonious results. We feel that it is the exception when we do not get them.

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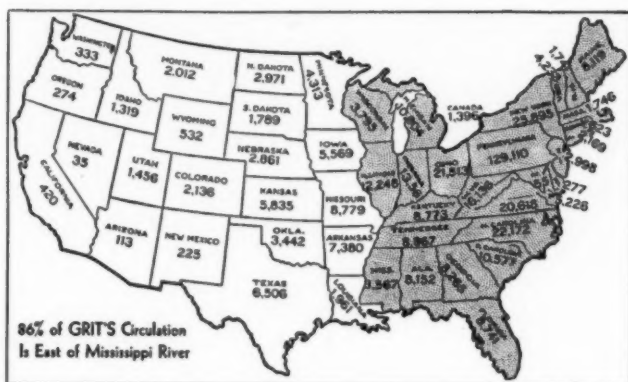
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It Is Easy to Reach the Small Town Market

COMPLAINTS have come to us . . . "the Small Town Market is hard to reach" . . . "too scattered for our distributors to contact," etc.

Such complaints lack foundation on facts. The shaded area on the map shown above contains 72% of the nation's big cities, admittedly easy to reach. What some merchandising men don't seem to know is that this area also contains 63% of the total number of small towns in the entire United States.

In other words, if you are now selling in Boston, Baltimore, Detroit, New York, Cleveland, Chicago and 66 other cities of the famed "100,000 Group," you need no additional sales organization to reach the small towns in the same territory.

One thing you do need: the solid support of GRIT. Anticipating your requirements, 86% of GRIT's total circulation is also concentrated in this area. That's why we say it is easy to reach the Small Town Market.

Factual proof of the statements made above is contained in "A Merchandising Study of the Small Town Market." Send for a copy.



Read Every Week by Over 423,000 Families in 14,000 Small Towns

Member A. B. C.

Williamsport, Pa.

The man whose business touches every budget in advertising

It is evening, and under the station lights, a man with a Gladstone bag moves out toward a limited train.

Tomorrow the records, the invoices, every document and report in a great publisher's circulation office will be opened to him. Each executive, each press foreman, every newspaper boy on the streets is instructed by the publisher to give this man every bit of information he can.

The man from the Audit Bureau of Circulations!

He is employed jointly by publishers and advertisers. Commissioned by them to go into every detail of circulation—*how great it is, where it is, how it is obtained.*

Over the continent, more than sixty of these trained auditors are on the road. In almost every publication office of importance in the United

States and Canada they check, compare, analyze the facts.

Publishers want this work done so that they and their competitors will all be on the same basis. Advertisers need it so that their comparison of media may be all on the same basis—so that they may *know* what their dollars buy.

What is your share, as an advertiser, in directing these auditors of the A. B. C.? Are you supporting, helping to supervise these activities which help to guard your budget?

Advertisers are urged to join the distinguished group of advertisers, agencies and publishers who make up the Audit Bureau of Circulations, and who through co-operation have taken the guesswork out of circulation buying. Write today for full facts about Bureau membership.



An advertisement by the
Executive Offices

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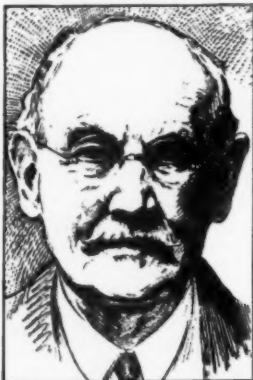


AUDIT BUREAU OF CIRCULATIONS

... Chicago

Death of William L. McLean

FROM President Hoover, from leaders in politics and business and from newspaper publishers throughout the country, have come expressions of tribute to the life work and character of William L. McLean, publisher of *The Evening*



Bulletin, Philadelphia, who died last week at his home in Germantown. He was in his eightieth year.

Mr. McLean devoted his whole business career to the development of the *Bulletin*, which he purchased in 1895 and guided from a circulation of only a few thousand to one of the leading newspapers of the country. He would never accept public office or a directorship in another business because such connection might hamper his newspaper in printing the news or commenting on events of the day. He regarded as a public trust the *Bulletin's* freedom to criticize anything not in the best interests of the community.

Scare-heads and overstatement were disliked by Mr. McLean. "If you use big headlines every day," he would say, "you will have nothing in reserve to emphasize the big news when it comes." Just as he kept in intimate touch with the news and editorial activities of his paper, so did he personally

watch the progress of his advertisers. He made it a point to work with them so that their advertising would be profitable. He frequently would drop in upon the smaller retail advertisers and counsel with them, often emphasizing the importance of using space within their means.

Mr. McLean, together with the late Victor A. Lawson, publisher of the *Chicago Daily News*, was active in reorganizing the Associated Press when it was changed from an Illinois to a New York corporation. For twenty-eight years, from 1896 to 1924, Mr. McLean was a director. When he resigned, his place was taken by his son, William McLean, Jr. From 1889 to 1905 Mr. McLean was a director of the American Newspaper Publishers Association.

He first manifested interest in newspapers when, outside of school hours, he acted as newspaper carrier for the *Pittsburgh Leader*. He was twenty years old when the *Leader* gave him a position in its circulation department. At twenty-six he became business manager of the *Philadelphia Press*, striking out on his own seventeen years later when he bought the *Bulletin*.

He continued at the head of his paper to the time of his death, though in recent years active management had been turned over to his sons, Robert, vice-president of the company, and William L., Jr., treasurer. Two brothers also were associated with him in publishing the *Bulletin*, Robert L. McLean, circulation manager, and Charles V. McLean.

Of Mr. McLean, Cyrus H. K. Curtis stated: "He was the oldest friend I had in Philadelphia. I feel his loss very deeply. I loved him for what he was as a man and as a very good friend."

General Mutual Appoints Sun Agency

The General Mutual Life Insurance Company, Van Wert, Ohio, has appointed the Sun Advertising Company, Toledo, to direct its advertising account. Business-paper, magazine, outdoor and direct-mail advertising will be used.

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IT COST BILLIONS OF DOLLARS TO BUILD

YET YOU CAN USE IT FOR A FEW CENTS A DAY



EVERY TIME you telephone you share the benefits of a nation-wide communication system using eighty million miles of wire and employing four hundred thousand people. It represents a plant investment of more than four thousand million dollars, yet you can use a part of it for as little as five cents . . . for considerably less on a monthly service basis.

The organization that makes efficient telephone service possible is called the Bell System, yet it is as truly yours as if it were built specially for you. For every telephone message is a direct contact between you and the person you are calling.

At any hour of the day or night, the telephone stands ready and waiting to carry your

voice to any one of twenty million other telephone users in this country.

Many times during the day or week or month, in the ordinary affairs of life and in emergencies, you see the value of the telephone and realize the indispensable part it plays in every business and social activity.

The growth of the Bell System through the past fifty-five years and the constant improvement in service may well be called one of the great achievements of this country. Greater even than that are the policies, improvements and economies that make this service possible at such low cost.

Of all the things you buy, probably none gives so much for so little as the telephone.

★ AMERICAN TELEPHONE AND TELEGRAPH COMPANY ★





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last evening, she read a piece of selling copy in her favorite magazine.

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ERIE posters *sell* because they *are* seen—their outstanding workmanship dominates competing boards.

efore
phone, wire or write for an ERIE salesman.

Within a few moments, he can outline (1) why the Erie location means prompt and economical shipments; (2) how you benefit by Erie's modern equipment and the many years of ERIE experience; and (3) how the price policy makes the ERIE proposition doubly attractive.

ERIE

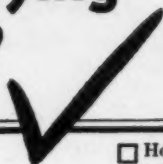
LITHOGRAPHING & PRINTING CO
ERIE PENNSYLVANIA

• • • POSTERS • • •

WINDOW AND DEALER DISPLAYS

LITHOGRAPHED COLOR ADVERTISING

What Is Worrying You?



- ☐ How to reduce distribution costs and make more profit.
- ☐ How to maintain closer sales contacts without establishing branch houses and increasing overhead expense.
- ☐ How to meet competition which gives price concessions and offers better, quicker delivery of merchandise.

TO MAKE MONEY these days, manufacturers must successfully maintain closer contacts with their retail trade. Dealers everywhere have been forced to hold store stocks to a minimum, relying on prompt delivery from the manufacturer's organization to supply needed goods. If the manufacturer can't deliver . . . the business goes to a competitor.

The manufacturers who are most successfully weathering the depression are those who distribute their goods efficiently and economically through public merchandise warehouses. They give their trade immediate delivery from strategically placed spot stocks. Their costs are kept in line with their volume of business: when sales are off, costs drop.

Yet these manufacturers have no problems of maintaining a branch house system . . . of cutting down the force, reducing wages. They pay on a "piece work" basis for the storage and delivery of their merchandise. It costs a great deal less than distri-

bution through branch houses—and it eliminates the risk of branch house operations.

✓ WRITE FOR FREE BOOK

Full details of the AWA Plan of Distribution are described in our 32-page booklet: "Increasing Your Sales through the Use of AWA Warehouses". Have your secretary write today for your copy.



AMERICAN WAREHOUSEMEN'S ASSOCIATION
1919 Adams-Franklin Building Chicago, Illinois

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Improving the Newspaper Halftone

Plate Manipulation That Means Greater Newspaper Art Individuality

By W. Livingston Larned

MANY illustrations, in halftone, show up poorly on newspaper stock because certain modern fundamentals of engraving have either been ignored or overlooked. It is surprising to find what an appreciable difference some of these easy-to-do processes make in the appearance of photographic or original wash-drawing copy, and to what extent their entire atmosphere is improved.

It is admitted that never before has the newspaper coarse-screen plate reproduced so successfully. While coated-stock results are impossible, nevertheless a fair approximation of their detail and their soft quality is attained in national campaigns, despite varying conditions of printing and electros sent out in hundred or more lots.

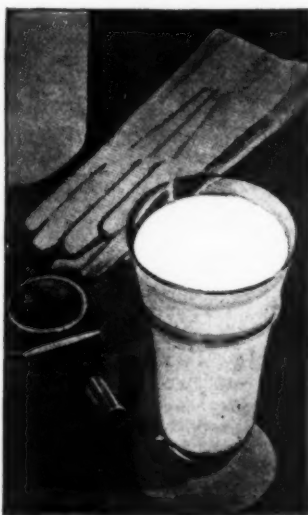
Unquestionably, it is, at present, the era of the halftone. Fewer line illustrations are used, and the return to that realism which comes with camera originals or a very conscientiously prepared wash drawing is emphatic. Never was there such a wide employment of photographs for all purposes, and it has been necessary to devise new ways and means of reproductive excellence. This has encouraged interesting experiments.

There are, today, no less than five entirely new engraving processes and the old-time anxiety over screen work has all but disappeared. Extreme frankness on the part of the more scientific engraver is in part responsible for the splendid results now seen in the newspapers of America. Whereas, a comparatively short while ago, engravers did not assume to tell production managers or artists how an engraving was to be made, it is the progressive system, now, for engravers to work in close and sympathetic collaboration with both departments.

When a series of newspaper halftones is to be made, the engraver does not hesitate to criticize

the copy. He feels it is no more than right that he should warn artist or production manager, in advance, if such copy is weak in certain respects. In one very large advertising agency the advice and the directorial wisdom of its own production staff are invariably supplemented by equally efficient engravers. A printed form is attached to every piece of art copy sent for halftone plate-making, and it reads, in part: "This illustration must reproduce as it appears in the copy, with a fair measure of the relative tonal values retained, up to the known limitations of printing conditions. If, in your judgment, said results are not obtainable from the copy, as delivered to you, return it with your personal criticisms marked on the tissue overlay."

It is no exaggeration to say that



The Product—Milk—Is White. So Sheffield Has Instructed the Engraver to Tool Out That Portion of the Picture

80 per cent of all newspaper halftone copy profits by extra, added plate manipulation. The improvement made is likely to be almost as great in terms of percentage. Sometimes this sharpening up of tone contrasts is a real revelation, proving itself when side-by-side comparisons are made.

While photographers have reached the point where their prints are intensified as to lights and shadows, plus a simplifying of subtle and muddying intermediate tones, and the original illustration is decidedly better than formerly, nevertheless, aside from retouching, the engraver often brings a printed result close to the 100 mark.

It is no new idea to burnish parts of a plate, thereby increasing density and giving increased strength to the darker values, but in this direction, as well, new "tricks" have been discovered. In proof form, areas may need strengthening because the coarse screen has chopped away too much of the original density of tone, and the burnishing process comes to the rescue.

Modern camera art has at last managed to solve one of its most inherent weaknesses with newspaper reproduction as the objective, that is, the cutting down of the number of soft, melting tones. These seldom, if ever, came out well on newspaper stock, and had a tendency to cloud otherwise safe and satisfactory illustrations.

Unique lighting systems place it within the range of the gallery to reduce a subject to as few as three almost flat values, with 80 per cent black and "pure white" completing the necessary contrast.

Some subjects, on the other hand, stubbornly resist the camera technique. Detail is confused or indefinite. Under these circumstances a wash painting is produced, and the danger elements omitted entirely. To the average person, these origi-



A Highlight Halftone Makes This Hatchway Underwear Picture Very Effective

nals, when plated, so closely resemble photography that the source of the copy is not detected. They might be camera studies.

It has always been known that when the screen is cut away entirely, in such places as call for snowy white, a plate is transformed. Every other square inch of the illustration gains by the operation. It is a working out of the theory of visual contrasts once more, handled with almost brutal directness and not a little courage.

"But cutting away the screen and leaving a single spot in the composition 'pure white' will throw the entire picture out of key. The jump from screen to white paper is too sudden, too cruelly abrupt," an artist may exclaim. And it is likely that if the proof is made on more finished paper stock, there is a measure of justice in the claim. But what happens when the electro is made and the job printed in newspapers is an entirely different story. Now it is apparent why the tooling is artistic and why the entire surface of the plate is protected.

Several different tones of light gray, and a zone intended to be white, have a way of blending into approximately identical tone values. The screen over the "whites" dulls them to a disappointing extent. When this mesh is removed, a white area is unmistakably white

The Tulsa Daily World

Oklahoma's Greatest Newspaper

announces the appointment

of the

John M. Branham Company

as their

National Advertising Representatives

Throughout the United

States

and all other surrounding values become far more descriptive and assertive.

Formerly it was the thing to tool out quite a few of these white areas, wherever they might naturally creep into an average illustration, but the greater the number, the more complex the result. One white nullified another. It was, in other words, "too much of a good thing."

Your modern engraver is content to remove a single area and to resist "fussing" with small, minor highlights.

This becomes pronouncedly valuable when the white sections are a logical part of the advertiser's pictorial story. Consider, as an excellent example, an ambitious series of illustrations for a large milk distributing agency—Sheffield Farms.

Still life subjects are used in sizes ranging from two to three columns in width and three times this in depth. The originals may be beautifully handled clear wash paintings or shrewdly executed photographs, their lighting sharply defined. Happily enough, no attempt is made to cut up such illustrations into freak forms and silhouettes, irregular at the outer edges. The simpler the contour of a newspaper halftone, the more effective the printed job. And vignetting is all but taboo, under the new and far wiser regime.

A characteristic theme shows a look-down view of a goblet of milk, the top of a table, and a few natural, decorative story-telling accessories. "Beauty is often a matter of Menu" carries an appeal specifically to women. The glass of milk is alongside a vanity case, a lipstick, etc. The screen covers the entire area of the illustration with the exception of the circular area at the top of the glass, where the contents are seen, but not through the container. This disc becomes to most people a vitally alive center of attraction. For the screen has been cut away and white paper glares out from the surrounding tones.

The effect is dazzlingly penetrating. Every other part of the composition is strengthened by this ex-

tra work by the engraver. Nor was it difficult to do. The modern scientific engraving expert would know at once that the plate should be handled as described.

After all, the white milk is the selling story in that series of advertisements and should be emphasized, in every way possible. It would not be "pure, white milk" if even the most delicate screen had been permitted to cover the area at the top of the glass. But if the artist or the production manager had specified that numerous other little highlights be tooled out, the engraving would have become more commonplace and cluttered, at once. It is the restraint which counts in these brilliant halftones.

It may be accepted as an inviolate rule that if any part of a picture is actually white, in the article proper, such sections should be routed or reproduced, in facsimile, by the highlight process. And where the product incorporates this white, the benefit is immeasurably more significant, of course.

Some Pictures Can't Be Highlighted

There are times when the tooling out of whites throws an illustration "out of key," as our artist friend has suggested. Reproduce a photographic head and attempt to highlight it and see what happens! The flesh tones become immediately unreal if the camera study has not been handled with this handling definitely in mind. It would not be expedient to run the collar of a man as "pure white." The contrast is too marked, too clashingly unreal. But a cigarette held in his mouth or hand could be white. Or if he held a sheet of letter paper—the article advertised—there would be no objection to the removal of the screen.

It is a very interesting subject, the thorough study and analysis of which makes for the ideal newspaper reproduction.

A campaign has just been released in which large figures of men in summer-weight underwear are featured. Wash drawings and photographs alike are employed, and in every instance, the garments

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Convention Delegates	Purpose	Market
Board of Directors National Counselors Regional Counselors Local Counselors Local Committee Women Camp Directors Dietitians Scout Leaders And specially trained instructors in more than 50 distinct activities.	Convention will discuss 1931 accomplishments • Plan for 1932 activities and expansion	266,949 members of the National Girl Scout Organization

NATIONAL CONVENTION of GIRL SCOUT EXECUTIVES Buffalo, N. Y.—October 12 to 17

Through these executives from all over the country you can reach, at one time, all of Girl Scouting. The purpose of this convention is to plan for future needs.

A copy of the October issue of American Girl Magazine will be placed in the hands of every dele-

gate—complete coverage of this tremendous market.

The October issue offers PLUS value—for \$300 a page you can do a real selling job.

Advertising forms close August 25th. Send your space reservations early for good position.

The American Girl

THE MAGAZINE FOR ALL GIRLS

Published by GIRL SCOUTS, INC.
670 Lexington Ave., New York, N. Y.

NEW ENGLAND AND NEW YORK STATE

(except Metropolitan area)

Powers & Stone, Inc.
369 Lexington Ave., N. Y. C.

PHILADELPHIA

Harry E. Hyde
548 Drexel Building

CHICAGO

Powers & Stone, Inc.
First Nat'l Bank Bldg.

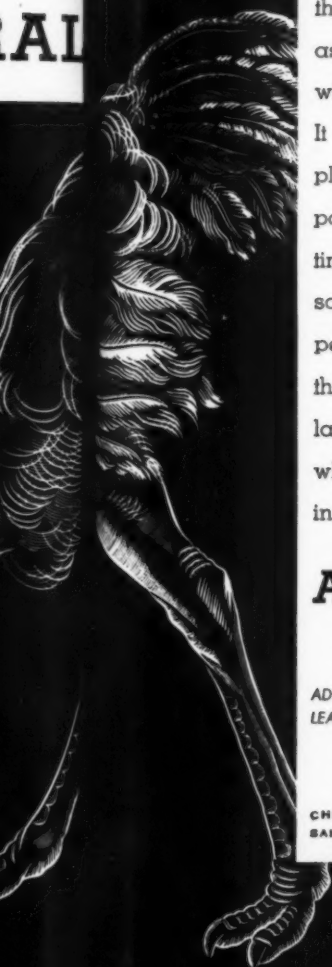
G GERMANY POINTS A MORAL

The head-in-the-sand technique of the ostrich, fabulous though it is, holds its place as the most familiar symbol of a certain pattern of human behavior. It was the head-in-the-sand attitude of the nations that led to world financial maladjustment and permitted the bankruptcy of Germany. **A** similar ostrich-like view of finance in merchandising, advertising and sales-budget making has led to many major and minor cataclysms in the American market places.

While the "fat" days of the sellers' market were with us, it did seem picayunish to look ahead to the day of reckoning and budget balancing.



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But leaner months have emphasized, as always, the very high value of cash-consciousness.

Frankly it is in times like the present that we appreciate most our 59 years' association with those of our clients who stand high in the financial world. It has confirmed us in the habit of planning advertising from the standpoint of financial soundness at all times—not just when conditions are so difficult that such a policy is indispensable. If you believe in playing the long-time trends instead of speculating on the short swings, it is worth while to look for cash-consciousness in your advertising agency.

ALBERT FRANK & COMPANY

ADVERTISING AGENTS FOR FIFTY-NINE YEARS TO
LEADERS OF AMERICAN FINANCE AND BUSINESS

165 BROADWAY, NEW YORK

CHICAGO • • BOSTON • • PHILADELPHIA
SAN FRANCISCO • • LOS ANGELES • • LONDON

appear as white paper, only seams and buttons remaining. How bright and clean and freshly laundered is the effect—and this makes the illustration just that much more valuable as a selling document in newspapers.

Such engravings perform a two-fold service—individuality of technique is inevitable, and the reassurance, in advance, that a halftone plate need not reproduce poorly. White areas protect every other value in the composition.

Almost always, if a photograph is taken and the plate made direct, from it, even with a certain amount of retouching, the printed job is gray and lifeless. But inject an area of white where it is logical to do so, and this muddy, over-all surface becomes illumined.

Plate manipulation and the close working contact between engraver, artist and production manager mean the ultra-professional halftone newspaper illustration.

Pacific Coast Printers Elect

The Pacific Society of Printing House Craftsmen, at its annual convention, held in Seattle, elected the following officers: H. F. Edmond, Los Angeles, president; Ben Fryer, Los Angeles, first vice-president; Owen Dove, San Diego, second vice-president; T. Anderson, Vancouver, B. C., third vice-president, and Harvey Scudder, Sacramento, secretary-treasurer.

Advanced by New Orleans "Times-Picayune"

L. F. Blackburn, advertising manager of the New Orleans *Times-Picayune*, has been made assistant business manager. Aubrey F. Murray, who has been manager of sales promotion, succeeds Mr. Blackburn as advertising manager.

Edward Sherry with L. & T. and L.

Edward Sherry, for the last eight years with the copy department of the Chicago office of the J. Walter Thompson Company, Inc., has joined the Chicago copy staff of Lord & Thomas and Logan, Inc.

G. Y. Frankle to Direct Swann Chemical Sales

George Y. Frankle, for seventeen years with the Grasselli Chemical Company, Cleveland, has been appointed sales manager of the Swann Chemical Company, Birmingham, Ala.

Plans for "Dry" Newspaper Taking Shape

For some time there has been talk of publication of a newspaper at New York under the sponsorship of prohibition supporters. Headquarters for establishment of the new paper are at 500 Fifth Avenue, New York. This is the office of the Committee for the Establishment of a National Daily Newspaper.

Stanley High, former editor of the *Christian Herald*, will be editor of the new daily. It is anticipated according to Mr. High, that publication will commence about January 1. While it is not definitely decided, it is probable that the daily will be published in New York.

The committee includes in its membership 100 prominent prohibitionists, representative of nineteen States. Included are Senator Arthur Capper, Henry J. Allen, William Allen White, S. S. Kresge and Charles Francis.

Weyerhaeuser to Move Sales Headquarters

A transfer of headquarters of the Weyerhaeuser Sales Company to St. Paul, Minn., from Spokane, Wash., will be made after September 1, according to George F. Lindsay, president of the Weyerhaeuser Forest Products Company, St. Paul.

Vancouver Office for George H. MacDonald Agency

George H. MacDonald, Ltd., Toronto advertising agency, has opened an office in Vancouver, in the Province Building. C. A. Allen Heeney, formerly with the Vancouver *Star and Province*, is manager of the new office.

D. A. Dobie, Jr., Leaves Motion Picture Publications

Duncan A. Dobie, Jr., has resigned as publisher and a director of Motion Picture Publications, Inc., New York, publishing *Motion Picture Magazine* and *Motion Picture Classic*.

Heads Sonora Canadian Sales

R. O. Bull has been appointed vice-president in charge of sales of The Sonora Corporation of Canada, Ltd., Toronto. He was for many years vice-president and general manager of Purser, Bull & Company, Ltd., Toronto.

Has Oven-Ready Contract

The Ballard & Ballard Company, Louisville, Ky., has appointed the J. Walter Thompson Company, Inc., to handle the advertising of its Oven-Ready biscuit division.

H. P. Scott with Moll Agency

H. P. Scott, formerly with the Curtis Publishing Company, Philadelphia, has joined the staff of George Moll, Advertising, of that city, as director of copy.

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One Good Turn Deserves Another

A Window Display That Gave the Looker-In Something to Do

By A. C. M. Azoy, Jr.

Advertising Manager, Rogers Peet Company

"If a piano sits on Helen Morgan, *that's* news." Following that simile, it is perhaps not worthy of note for a store window display to make people turn around. But when people make a store window display turn around, it might well be something about which to write an article.

This is the article.

The recent Rogers Peet Company, New York, window display which is its subject, occurred through the electrical wizardry of Prof. Leon Theremin, late of Russia, who first burst upon the local consciousness via the public concerts and radio broadcasts of the "Theremin"—a musical instrument of his invention which harnessed the static of radio to do his bidding, transformed into agreeable musical notes.

Adaptations of the original Theremin resulted in successful species of electric pianos and violins, and the professor then turned his thoughts into more commercial channels.

The result was the apparatus which some kind Fate arranged for him to bring to us for primary consideration.

Basically, the idea was the same as that responsible for the music of the Theremin; electric impulses set up by the moving of a foreign body through an electro-magnetic field of force. The chief difference lies in the fact that the impulses so actuated do not result in the notes of the musical scale, but instead can be made to motivate other electrical devices in a seemingly mysterious manner.

After some experimentation, we evolved the Theremin display which had its first New York appearance in our stores during the month of July, and caused not only considerable favorable comment from spectators but sales which were equally favorable to us.

The main feature of the display

was a motor-driven turntable in the center of a window. At one side was a bridge lamp and shade, fitted with a 100-watt bulb. At the other side, and about two inches from the window glass, was a decorative frame behind which was concealed an electro-magnetic coil. Hidden at the rear of the window was the control box of the apparatus. This was plugged into an ordinary light socket, and the circuit then took in the coil, the turntable motor and the bridge lamp.

All that was necessary to goad the display into activity was for someone to stand before the window and raise his, or her, hand to within a few inches of the frame. The electric field of force which reached through the frame and the glass was thereby disturbed, the light lit, the turntable turned—and the crowd gathered. The display kept in motion as long as the hand was kept in place, but so delicately was the mechanism adjusted that if perchance some window hog stood indefinitely in the control position, the display stopped working after fifteen seconds, and would then have to be started anew.

Obviously, such a window lent itself easily to merchandising. On the turntable we placed a series of displays, the nature of which can best be indicated by the texts of one of the accompanying cards which appeared in the decorative frames in front of the coils. Each card carried an orange bull's-eye in its center as an added attention-getter, and guide for placing the hand. For shoes this card read:

Our shoes save you money, just as this shoe display saves you steps. Just stand here with your hand raised to this disc—Our shoe family will pass in review.

Other displays were of dinner coats, shirts, bathing equipment, etc.

In addition to the merchandise cards we also placed in each win-

The *Action*

MAGAZINE

ADVERTISING is a waste of good dollars unless it sells merchandise.

All merchandise must be sold twice. It must be sold first to the retailer, who in turn must sell it to the consumer.

Advertising can help in both instances. It can influence the retailer to stock the merchandise and it can

When asked what he meant by this statement he replied that he regards magazines generally as long-pull

And in addition The American Weekly does the biggest job at the LOWEST COST.

To give some idea of the coverage of this mighty magazine, let us analyze its circulation.

The American Weekly concentrates and dominates in 578 of America's 997 towns and cities of 10,000 population and over (1930 U. S. census figures).

In another 172 cities, 20 to 30%

and, in addition, more than 1,700,000 families in thousands

azine, let us analyze its circulation.

The American Weekly concentrates and dominates in 578 of America's 997 towns and cities of 10,000 population and over (1930 U. S. census figures).

In another 172 cities, 20 to 30%

... and, in addition, more than 1,700,000 families in thousands of other communities, large and small, regularly buy The American Weekly.

Where can you spend your advertising dollar more effectively?

Cock - A - Doodle - Doo



The American Weekly advertising revenue and lineage for the first six months of 1931 was the greatest for any six months' period in its history. The month of July was the greatest July in volume of advertising lineage and revenue, and the July 12 issue was the greatest individual issue in volume of advertising lineage and revenue which The American Weekly has ever published.

THE AMERICAN Weekly

Greatest Circulation in the World

Main Office: 959 Eighth Avenue, New York City

Branch Offices: PALMOLIVE BLDG., CHICAGO . 5 WINTHROP SQUARE, BOSTON
753 BONNIE BRAE, LOS ANGELES . 222 MONADOCK BLDG., SAN FRANCISCO
11-250 GENERAL MOTORS BLDG., DETROIT . 1138 HANNA BLDG., CLEVELAND
101 MARIETTA ST., ATLANTA . . INTERNATIONAL OFFICE BLDG., ST. LOUIS

first to the retailer, who in turn must sell it to the consumer.

Advertising can help in both instances. It can influence the retailer to stock the merchandise and it can influence the consumer to buy the action magazine.

When asked what he meant by this statement he replied that he regards magazines generally as long-pull media but that The American Weekly not only possesses the long life and long-pull effectiveness of other magazines but in addition stands without rival in bringing about immediate sales.

In times of great prosperity manufacturers may be willing to wait years to build prestige and create sales for the future.

But in times like these, when sales are not easy to make, most manufacturers do not want to wait three to five years to make their sales and cash their profits. They want quick turnover and the way to quick turnover is to move merchandise quickly from the dealer's shelf into the hands of the consumer.

The outstanding record of merchandising and advertising successes piled up by The American Weekly over a period of years cannot be matched by any other magazine in the national field.

With its 5,500,000 circulation—with its great page more than twice the size of any other magazine—with its blanket coverage of the richest buying areas of the nation, this action magazine offers a national advertising and irresistible selling force which cannot be duplicated by any other single publication.

dow another card which carried a semi-explanatory text for the benefit of the curious and skeptical. This read as follows:

NO!

It's not done with mirrors!

The explanation is simple:

It's based on the phenomenon of the change of capacity of conductors controlling electrical circuits, through the medium of an electrode within an invisible field of electrical lines of force when its distribution in space is changed. Just as easy as that!

(Professor Theremin thought it out at the Theremin Studios.)

From the first, these displays provoked tremendous interest. In fact, the displays were *too* good on their initial appearance, for so constant was their activity that the original controlling gadgets were too delicate to stand the strain and blew up or out, as is so often the case with eccentric electrical gadgets.

This caused a temporary halt until stronger mechanisms were installed, and nearly resulted in a serious accident at our Liberty Street establishment. Immediately after the machine had died and before it could be removed for an autopsy, an individual tried to run it and of course it did not respond. He thereupon brightly determined that it was necessary to cause a contact between the window glass and the sign behind it, and was discovered just as he was vigorously slapping and pushing the big sheet of plate glass, trying to push it back against the sign!

New Accounts for Carroll Dean Murphy

The Central Y. M. C. A. Schools, Chicago, have appointed Carroll Dean Murphy, Inc., advertising agency of that city, to direct the advertising of their educational division.

The Cody Trust Company, Chicago, has also placed its advertising account with this agency.

H. M. Parsons with Walker & Pratt

H. M. Parsons, formerly vice-president in charge of the electrical department of Landers, Frary & Clark, New Britain, Conn., has joined the Walker & Pratt Manufacturing Company, Boston, as a sales executive.

Aroused Interest in Trade Associations

(TELEGRAM)

Would it be possible to mail us today references to articles on association advertising and the formation of associations?

JOHN FALKNER ARNDT &
COMPANY.

THIS is but one of many requests that have reached PRINTERS' INK lately for information concerning trade association activities. One of the really hopeful signs of revived business is a generally renewed interest in associations and the growing determination on the part of association executives to make their groups play an important part in the impending business recovery.

In some quarters associations have been accused of failing miserably in the face of the important financial crisis of the last two years. Much of this criticism is unfair. Anyone familiar with business conditions generally should be able to name several associations which have played a vital part in alleviating the effects of the depression in their industries. Associations have come through the test with much better grace than American business as a whole.

Because of the inevitable revival of interest in association activities PRINTERS' INK has been making a special study of this field. The results of this study are now appearing, four articles already having been published. The titles and dates of issue of these articles follow:

This Year's Challenge to Trade Associations, May 14, 1931.

Why Trade Associations Fail—A Few Suggestions as to How They May Be Successful, June 25, 1931.

Making Trade Conventions Worth Their Cost, July 2, 1931.

The Ingredients of a Successful Association Advertising Campaign, July 9, 1931.

Other articles in the series will appear in later issues.—[Ed. PRINTERS' INK.]

Virgil Truman, lettering, layout, and design, and Joseph Clark, advertising illustrator, have opened a studio at 1303 Citizens Building, Cleveland. They will be represented by Hal Griffith.

READY SOON . . . A NEW YARDSTICK . . . TO MEASURE AUDIENCE VALUE

USERS of broadcast advertising want definite facts about audience. Westinghouse Radio Stations believe they are entitled to have them.

A pioneering program of research conducted by the Westinghouse Stations over the past several months has now progressed to a great and far-reaching forward step in the measurement of radio values. As soon as material now in hand is co-ordinated, and figures are tabulated, we will have the following facts:

- 1—The Primary Zone of Influence of Station KDKA.
- 2—The daily average number of listeners to Station KDKA in its Primary Zone.

This information will be broken down by trading areas comprising the Primary Zone of Influence, permitting greater accuracy in the distribution of radio advertising effort and the co-ordination of sales activity with broadcasting.

Through a newly discovered significance of station mail response, combined with other factors, there will be available month-to-month records of changes in the number of listeners comprising the audience of Station KDKA in its Primary Zone of Influence.

When you ask "How many listeners does Station KDKA have?" the answer will be figures, not adjectives.

WESTINGHOUSE · RADIO · STATIONS

WBZ-WBZA

KDKA

KYW-KFKX

COMMERCIAL OFFICES

Boston, Mass., Hotel Bradford
Springfield, Mass.,
Hotel Kimball

Pittsburgh, Pa.,
Hotel William Penn

Chicago, Ill., 1012 Wrigley Building
New York, N. Y.,
50 East 42nd Street

SOME COMPANIES

WE HELP

ACETOL PRODUCTS, INC.

Cel-O-Glass

INTERNATIONAL PRINTING

INK CORPORATION

MANNING, BOWMAN & CO.

Electrical and Household
Appliances

THE PACKER MFG. CO., INC.

Packer's Tar Soap
Packer's Liquid Shampoos
Packer's Charm
Packer's Scalptone

PARKE, DAVIS & CO.

Pharmaceutical and
Biological Products

PROCTER & GAMBLE

Crisco
Chipso Flakes
Chipso Granules
Ivory Soap Flakes
Ivory Snow
Ivory Soap
Lava Soap
P & G—The White
Naphtha Soap
Puritan Oil

THE BLACKMAN

122 EAST 42ND STREET, NEW YORK • MAGAZINE

IES AND PRODUCTS

ELP TO ADVERTISE

VACUUM OIL COMPANY

Gargoyle Lubricating
Oils for Plant Machinery

Gargoyle Marine Oils

Gargoyle Mobiloil

Gargoyle Mobiloil Aero
Oils

Gargoyle Mobiloil
Marine

Gargoyle Mobilgreases

LEHIGH PORTLAND

CEMENT COMPANY

NATIONAL SHAWMUT

BANK OF BOSTON

UNITED STATES RUBBER COMPANY

Gaytees—the Tailored
Overshoes

Keds

"U.S." Bathing Caps
and Shoes

"U.S." Blue Ribbon
Heavy Footwear

"U.S." Flooring

"U.S." Golf Balls

"U.S." Raynster
Raincoats

"U.S." Soles and Heels

"U.S." Water Animals

THE NATIONAL CITY CO. Investment Securities

AN COMPANY

ADVERTISING

GAZINE NEWSPAPER • OUTDOOR • STREET CAR • RADIO

A Campaign in a Nutshell

THE new Mentholatum advertising portfolio, with dimensions of $3\frac{3}{4}$ by $2\frac{1}{2}$ inches, is just about the size of a calling card. Matter of fact, it is a calling card. Each salesman has his name on the front cover of the portfolio, with which he is supplied in quantities sufficient for him to leave one at each call. The unique title of the tiny booklet, "The Great 1931-32 Mentholatum Campaign in a Nutshell," appears above the salesman's name.

The immediate inspiration for the new portfolio came when the Pabst Corporation recently produced an advertising prospectus which cost \$47 per copy and which achieved considerable comment for its size and elaborateness. Harry F. Gee, Mentholatum advertising manager, decided to establish a record in the other direction. Mentholatum would have the smallest and least expensive portfolio. The cost for each of these little booklets, as can be imagined, is almost nothing—only a cent or two apiece.

This new record is based on more than mere desire to attract the notice of Robert Ripley.

Some very practical considera-

tions back up the smallness of the portfolio's size. Since it is in striking contrast with the usual formidable size of advertising portfolios, the little booklet easily attracts the dealer's attention.

Furthermore, the smallness of the portfolio was not attained at the expense of completeness. The entire story is there. The front cover is followed by twenty-three pages of material which cover every phase of the company's advertising and merchandising activities for the year. The subject matter consists of nineteen pictures of the various forms of advertising to be used together with brief explanatory captions on each point.

Some of the things illustrated are: Pictures of the covers of the fourteen magazines to be used in the new campaign; a map of the United States showing by dots the 180 cities in which 280 newspapers will be used; reproductions of the winter newspaper advertisements and the summer magazine copy; and sample advertisements of the Mentholatum "Mouth Breathing Campaign." Following this are illustrations of the new Mentholatum dealer helps.

First
rough
layouts of
another
group of
WINTER
advertisements
in national
magazines
for this
season



A Page, Actual Size, from Mentholatum's Miniature Portfolio

Effective Oct. 1st, 1931

REDUCTION

in the Cost of

Poster Advertising

These companies have succeeded in reducing operating costs, enabling them to give advertisers the benefit of a reduction averaging approximately 12½% on poster advertising contracts, in the following cities in which the companies operate:

San Antonio, Texas	Erie, Pa.
Salt Lake City, Utah	Macon, Ga.
Ogden, Utah	Butte, Mont.
Canton, Ohio	Chattanooga, Tenn.
Jackson, Mich.	Jamestown, N. Y.
Ann Arbor, Mich.	Olean, N. Y.
Richmond, Ind.	New Castle, Ind.
Palatka, Fla.	Gainesville, Fla.
Ocala, Fla.	Daytona Beach, Fla.
Middletown, Ohio	Lakeland, Fla.
Amsterdam, N. Y.	

The revised increased schedules at lower cost will apply to all existing and future contracts to be executed after October 1, 1931.

These companies will continue to accord all recognized space-buying agencies, on accounts of national character, the usual commission of 16½%—no more, no less.

THE PACKER CORPORATION · PACKER OF FLORIDA, INC.
 THE PACKER ADV. CORPORATION
 General Offices: Cleveland, Ohio

Packer

EXCERPTA

from advertisements that have appeared
in *The New Yorker* during the month of
J U L Y , 1 9 3 1

WRONG DIAGNOSIS

"Ever hear about the man who tried Listerine for six months and found he was unpopular anyway?"

Minton, Balch (Blankety Blank by Ruth Harding Pack), July 25, Page 54.

DIGESTION "We swallow the circus whole—and like it."

Chesterfield, July 4, Outside Back Cover.

IMPORTER "Always a lover of the best in life, our First President became famous for the fine food and drink he served. He invariably sent to a European agent for his favorite wine—Madeira."

Busch Ginger Ale, July 25, Outside Back Cover.

FAITH "It lets you turn your back on doubt."

Pitcairn Autogiro, July 18, Page 27.

HERETIC "No bow to Modern Gods."

Bermuda, July 18, Outside Back Cover.

WALTZ "Five nights in ¾ time"

North German Lloyd, July 25, Page 46.

FRAMED "A poor bewildered pushcart peddler nervously fingered the brim of his shabby derby . . . and paid."

"Paid a fine imposed by a judge on the evidence of an extortionist in league with mercenary hangers-on about the court."

"Paid . . . for a trumped-up charge of a minor violation, neither understood . . . nor committed."

Scripps-Howard Newspaper, July 25, Page 31.

CONVENIENCE "... fed up with classmates on their way to town. Always loop me in to fix up their theatre benders and spend dull evenings with them."

Bascom, July 18, Page 27.

DEFENSE MECHANISMS

"Liu whispers that her joy lacks joy . . . that the sorrow is sophistry—dark as Erebus cloud her heart."

Guerlain, July 18, Page 27.

BOOT STRAPS "Parvee my son, are people who over pay for everything they buy, yet remain under socially in spite of everything they spend . . ."

Essex House, July 4, Page 27.

BITTER PILL "Evenings
ent poring over travel folders
months of saving for the va-
cation. The day . . . the thrill
departure . . . then the crush-
ing discovery. The money is
all."

A.B.A. Cheques, July 25, Page 51.

MOVING EYE "Men aren't
so paradoxical persons, after
all. They've always sought
truth, beauty . . . women with
charm."

Notox, July 25, Page 53.

RESTRAINT "Keep your
temper cool-tempered."

Melena Rubinstein, July 25, Page 36.

ADAPTABLE "Be gay . . .
demure. Be dashing . . . or
studied. Be sophisticated . . .
naive."

Elizabeth Arden, July 25, Page 35.

MISFIT "When your hat is
only $6\frac{5}{8}$ and your head feels
like $12\frac{1}{2}$."

Tarrant's, July 4, Page 53.

INGREDIENTS "We've
put everything (except the
kitchen stove) into those excel-
lent entertainments."

Publix Theatres, July 18, Page 45.

BREAKING POINT

"She will have stood, by now,
all she can stand. Very shortly
she will be bravely and silently
weeping about the futility of It
All."

French Line, July 25, Page 49.

REVIV A "Let's all drop
the handkerchief."

Kleenex, July 18, Page 41.

ILLUSION "At rest, it
seems in motion."

Lincoln, July 18, Page 25.

"A joke is a very serious thing," said Aris-
tophanes.

The New Yorker is thus a very serious mag-
azine, and its readers very serious minded
people.

They realize, for instance, that life is brief.
This is serious. It means that they must
get all they can out of it while it lasts . . .
that they must live it as fully as possible.

THE NEW YORKER

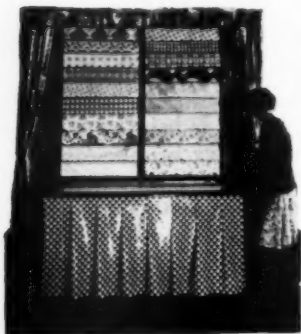
25 WEST 45th STREET
NEW YORK CITY

Dealer Helps That Retailers Are Glad to Use

The Eighth of a Series Appearing in the First Issue
of Each Month



A handsome statuette, 25 inches in height. Cast in craftrock, finished in cerulian blue, high-lighted in Tiffany bronze. For Bausch & Lomb binoculars. Sold to dealers



Meritas helps dealers work out model oil cloth departments. The company supplies photographs, construction details and blue prints



A giant display—the razor is 36 inches high. The hands twist the razor open and closed. No charge. By American Safety Razor Company



This display container is 31" high, 16½" wide, 11¼" deep. Lithographed in three colors. Made of heavy cardboard. 2,500 given to dealers buying more than a case. By The J. B. Ford Sales Company



Part of a lithographed window display offered to dealers by the Eagle-Picher Lead Company. An attractive method of displaying the product



A lithographed counter display by Geuder, Paeschke & Frey Co. The two gnomes get across two important talking points. About 6,000 distributed at no charge



Made of solid mahogany. Steps are covered with velvet. Stands 19 inches high. The display and three watches retailing for \$5 each—all sold to dealers for \$15

A Famous Economist and a Great Merchant ENTHUSE ON . . .

the Prosperous Condition of . . . CAMDEN, N. J.

Camden and South Jersey are in a more prosperous condition than the rest of the country, says R. J. Goerke, President of Lit Brothers, Philadelphia, and City Stores Co.—one of America's large Department Store groups.

Babson, July 20th, with the urge, "Don't delay advertising and selling campaigns," quotes Camden as one of the five cities in the country very much above the average for industrial activity and where buying is on the increase.

When the Head of such great institutions, in direct daily contact with the community . . . and a world-famous Economist . . . see such remarkable evidences of South Jersey prosperity, it is worthy of immediate, intensive cultivation by National Advertisers.

A perfect "try-out" city . . . complete coverage at one cost . . . where the high level of employment and remarkably sound condition of its financial institutions are giving its people courage to spend their current earnings.

Ask for other sales results . . . since 1929! Many Local Merchants are breaking all-time dollars and cents sales records in Camden, New Jersey . . . Now!

1931 GAINS IN NATIONAL LINEAGE
June 23% July 26.4%

COURIER-POSE W

THE DAILY BUYING GUIDES FOR MORE THAN 10 FAM

J. DAVID STERN
Publisher

National Representative
New York — Philadelphia

A. McDE
— Chicago

Aug. 6, 1931

PRINTERS' INK

123



LIT BROTHERS

100 WEST 3RD STREET
PHILADELPHIA 1, PENN.

NEW YORK OFFICE
100 WEST 3RD STREET
PARIS OFFICE
100 RUE LAFAYETTE
CABLEGRAMS
BERKOWITZ PARIS
CABLE ADDRESS
BROTH. PHILADELPHIA

PHILADELPHIA

July 23 1931.

Courier-Post Newspapers,
Camden, E. J.

Gentlemen:

Do the people of South Jersey appreciate how well off they are as compared with the rest of the United States?

Judging by the way they are increasing their purchases at this great store, South Jersey is one of the most staple and substantial communities in the United States, - and its good housewives are thrifty shoppers - they appreciate the unusual values and service we are offering them.

During June we delivered 71,142 packages in South Jersey, which is in addition to purchases carried by customers themselves. Compare this with June 1930 when we delivered 58,525 packages in South Jersey - an increase of 12,617, or nearly 22%.

Up to the 20th of this month we delivered more packages in South Jersey than in the whole month of July 1930. During the three months ending June 30, we opened 1,600 new accounts in South Jersey, double the number during the same months in 1930.

As a part of our service to our South Jersey patrons we advertise daily in their newspapers - The Courier and Post, to which we largely attribute this great increase in South Jersey business.

Through you I wish to extend my thanks for their patronage to the good people of South Jersey, whose sterling industry and thrift is standing them in such good stead during this critical period.

With best wishes for your continued success and prosperity.

Very truly yours,

R. G. Gourke
PRESIDENT

RJG:PS.

LIT BROTHERS,

NEWSPAPERS

10 FAMILIES OF SOUTHERN NEW JERSEY

A. McDEVITT CO.
— Chicago — Detroit

FRANK J. KINSELLA
Advertising Director

A Carpenter Asks About White Pine

The Federal Trade Commission has issued a Cease and Desist Order forbidding the mills of the West to advertise and sell products of the species *Pinus Ponderosa* commonly known as Western White Pine and California White Pine, as "white pine."

A CONVERSATION that might have taken place:

Carpenter: I want about 1,500 feet more of that White Pine. Here's my list of items.

Lumber Dealer: Were you seeking *Pinus Strobus* or *Pinus Lambertiana*?

Carpenter: Sir?

Lumber Dealer: I asked if you are seeking *Pinus Strobus* or *Pinus Lambertiana*?

Carpenter: I ain't seeking anything. I'm wanting to buy some more White Pine. What are you doing, kidding me?

Lumber Dealer: I have no such intention, I assure you. I simply want to find out exactly what wood it is you want. So again I ask, do you want *Pinus Strobus*, or *Pinus Lambertiana*?

Carpenter: Listen, mister. You ain't been drinking this early in the morning, have you?

Lumber Dealer: No. I'm perfectly sober. And please don't think I'm acting or talking peculiarly, or that I don't appreciate your business. I do. And I want to supply your lumber needs just as I have done for years.

Carpenter: Then why the h-ll are you wasting my time and yours standing there talking like a dictionary, when I want some White Pine lumber and am able and willing to pay for it.

Lumber Dealer: I just want to explain to you that there are only two species of genuine white pine. One is the *Pinus Strobus*, which grows in many Northern States, and was the original white pine species. The other is the *Pinus Lambertiana*, which grows in California, is a huge species of pine, and

is commonly known as Sugar Pine. It also is a true white pine. Which is it that you want to buy?

Carpenter: Mister, I'm starting to get mad. I want to buy some more of that same White Pine you've been selling me right along to build cabinets out of. If you've lost track of your own stocks, come on back in the yard and I'll show it to you. I was looking at it yesterday when I was in the yard getting some other stuff, and you've got a fresh carload of it in the last week.

Lumber Dealer: Oh, you mean that *Pinus Ponderosa*. But you mustn't call that White Pine, because it really isn't.

Carpenter: You mean to tell me that isn't pine?

Lumber Dealer: Oh, yes, it's pine, all right.

Carpenter: Well, it's white, ain't it?

Lumber Dealer: Only in color.

Carpenter (yelling loudly): What?

Lumber Dealer: Please control yourself. I said that it is white in color only.

Carpenter: How in h-ell else did you expect anything to be white except in color? Are you losing your mind?

Lumber Dealer: Please be calm, and let me explain. It seems that that wood you are talking about, *Pinus Ponderosa*, has been called white pine in the past. But the mill that sold me that last car explained to me that they have passed a law to the effect that only lumber from the trees *Pinus Strobus* and *Pinus Lambertiana* can be called white pine, and warned me I had best not tell my customers that it is white pine for fear of getting into trouble.

Carpenter: But, mister, that can't be. Why it's the whitest, softest lumber I ever sawed. I been buying it as white pine and using it as white pine. You say it is pine, and anyone can see it is white. Then if it's both white and

Reprinted from *The Gulf Coast Lumberman*.

Outdoor Advertising WISELY planned

THE formation of OUTDOOR ADVERTISING INCORPORATED under the leadership of Mr. Kerwin H. Fulton, as President, places the outdoor medium—Posters, Painted Bulletins and Electric Spectaculars—on a parity with all the other major and premier advertising media.

We believe this forward step is bound to work to the great advantage of advertisers, both local and national.

It will enable Advertising Agencies to accomplish creative work for Outdoor Advertising just as it has been productive of fruitful and profitable results with the other advertising media.

This Agency re-enters the Outdoor field with enthusiasm; and with full

confidence that our customers and our prospective customers can be well served.

We look forward to using this outdoor medium to increase sales, by the wise and carefully considered investment in posters, painted bulletins or electric spectaculars, either nationally, by market areas, or in selected lists of cities and towns.

Our facilities in New York, Chicago, Los Angeles, and San Francisco are thoroughly equipped to give advertisers complete service in cooperation with OUTDOOR ADVERTISING INCORPORATED.

Inquiries from those who desire complete, detailed information for advertising and selling and merchandising plans for outdoor advertising are solicited.

Wm. H. 
RANKIN
C O M P A N Y
National and International
Advertising

Established 1899

Main Offices: 342 Madison Avenue, New York—Tribune Tower, Chicago
Tel. Murray Hill 2-9300 Tel. Superior 6600

Grocker Bldg. San Francisco	Pet. Securities Bldg. Los Angeles	32 Front St. Toronto	London England	American Bank Bldg. Portland, Ore.	Paris France
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(Federated with Emil Brissacher & Staff, San Francisco and G. Street & Co., London and Paris)

pine, why can't we call it white pine?

Lumber Dealer: I'm not sure that I rightly know myself. It is white pine, all right. But it isn't white pine, when you refer to it by that name. See?

Carpenter: But why not?

Lumber Dealer: Because it's against the law.

Carpenter: Against the law to call white pine white pine?

Lumber Dealer: That's what the mill told me.

Carpenter: But why isn't white pine white pine?

Lumber Dealer: Well, the mill says that it's because the trees they cut this stuff from has three-needle leaves.

Carpenter: Well, what does that mean to me, or my customers?

Lumber Dealer: It seems that unless a tree has five-needle leaves you can't call it white pine.

Carpenter: But what difference does it make to me how many needles the leaves have? What of it? What about it? Who cares about that?

Lumber Dealer: I don't know. Don't jump on me. I'm just telling you what they told me. All I know is that it's against the law to call that pine out there white pine.

Carpenter: Do you mean to tell me seriously that they've passed a law that says I can't call a white thing white?

Lumber Dealer: Well—er—er—

Carpenter: And I can't call a white piece of pine white pine because the tree it came from didn't have a certain number of needles in the leaves? Do you mean to stand there and tell me such stuff as that?

Lumber Dealer: Well, my mill friend assures me that botanically this is not white pine.

Carpenter: H-ll, I ain't no botanist. I'm a carpenter. I been using a soft white wood for building purposes, and it's pine wood. Can someone pass a law that says I can't call it white pine?

Lumber Dealer: Now, don't get excited. I was just—

Carpenter: I know. You were just trying to pull an April Fool joke on me here in the middle

of summer. But surely you didn't think I'd believe you, did you? I know they pass a lot of fool laws in this country, but I'm not farmer enough to believe anyone would pass one to prevent me calling white white, or pine pine. And I'll tell you what I want. I want 1,500 feet of that white pine you got back there so I can begin filling some orders for cabinets. I'll show you the bin I want it taken out of. I don't care a tinker's dam what botanists call it; I don't care what sort of leaves the tree had; I don't care what its fancy name is; I'm paying cash for my white pine; now do I get it, or do I go somewhere else?

Lumber Dealer: You get it.

Carpenter: Then let's be marching.

R. R. Smith to Join Beck Shoe Stores

Robert R. Smith, for the last four years with the A. H. Gueting Shoe Stores, Philadelphia, as director of advertising and publicity, has been appointed advertising manager of the A. S. Beck Shoe Stores, New York, effective August 15. He was at one time advertising manager of the Freed-Eisemann Radio Corporation.

Massey-Harris Company Appointments

Lindsay M. Donaldson has been appointed general manager of the Massey-Harris Company, Racine, Wis., farm implements and tractors. George White, vice-president of the company, has been made general sales manager of Massey-Harris, Company, Ltd., Toronto, acting for the world-wide organization.

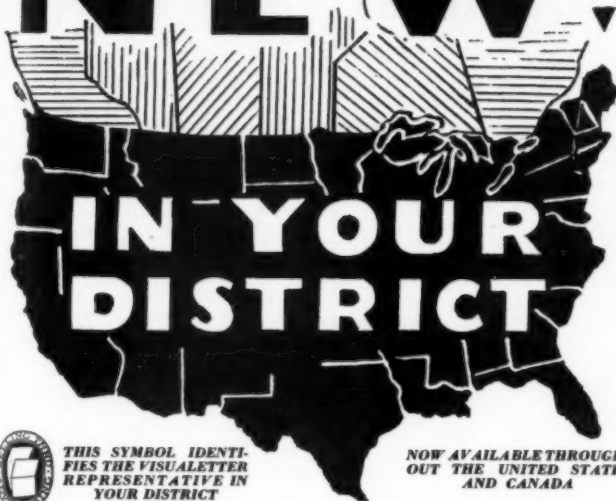
"Telephone Selling," New Magazine

Telephone Selling is the name of a new magazine which will be published at New York, beginning in the fall. Jules Gilbert Moritz, of 174 Fifth Avenue, will be the publisher. The new magazine will be devoted to the telephone as a medium of sales effort.

To Manage Boston Television Stations

Gerard H. Slattery, for the last few years director of broadcasting of the Harry M. Frost Company, Inc., Boston advertising agency, has in addition been appointed manager of the new short-wave and television stations WIXAV and WIXAU, Boston.

NEW!



THIS SYMBOL IDENTIFIES THE VISUAL LETTER REPRESENTATIVE IN YOUR DISTRICT

NOW AVAILABLE THROUGHOUT THE UNITED STATES AND CANADA

VISUAL LETTER

—the modern Selling thru Advertising vehicle

BUILD VisualLetter into a definite merchandising plan. It affords the intimacy of the letter, the forcefulness of the mailing piece, combined in one compact unit. It saves separate printing of letter and coupon. An economical, effective way to tell the whole story. No inclosures to be overlooked, misplaced or lost. Many of the country's leading advertisers attest the all-around practicality, novelty, utility and economy of VisualLetter. Tested again and again.

SAMPLES AND SUGGESTIONS? OF COURSE!

A request is all that is necessary

Samples are FREE

—the advertising format that demonstrates a new sales presentation plus the reader-interest of a letter. Now VisualLetter is available in various sizes in the following forms:

ADVERTISER	FOLDER
SAMPLER	CIRCULAR
BROADSIDE	DISPLAY
MERCHANDISER	BOOKLET

-----MAIL THIS NOW-----

**National VisualLetter Service,
537 S. Dearborn St., Chicago.**

I am attaching this coupon to our **BUSINESS LETTERHEAD** to secure **FREE VisualLetter samples** (a)

Name.....

Title.....

Hand-to-Mouth Production Isn't the Answer to Small Orders

(Continued from page 6)

eighty styles to eighteen, but if he picks the wrong eighteen he is out of luck. Yet simplification in some degree is necessary to an economically conducted in-stock department.

The current buying situation has made it necessary to keep at the dealer between salesmen's calls. Of course, a company like General Foods, whose salesmen visit dealers frequently and carry a small stock of merchandise so that they can fill orders directly when the merchant is out of certain items, need not worry greatly about this. On the other hand, the company whose salesmen call on dealers at sixty or ninety-day intervals should have some system of following up between calls.

Information gathered from more than a score of large manufacturers shows that there are many

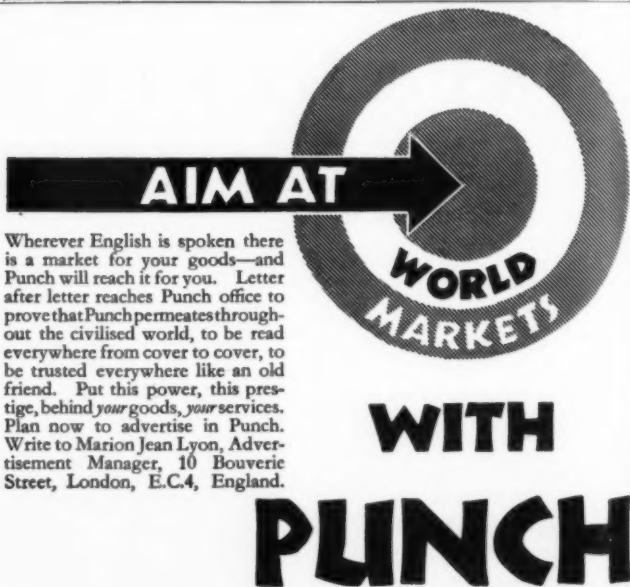
methods of keeping at the dealer between calls. For the present purpose it will be sufficient to quote from a letter from a textile manufacturer. This will show how seriously some companies take this between call follow-up. This manufacturer says:

Carefully checked mailing lists are maintained in our general sales offices, as well as in our branch sales offices—these lists being classified according to types of merchandise. They form the basis of a continuous mail campaign acquainting our accounts with market conditions, changes in prices, new styles and fabrics, special offerings in off goods, and in general maintaining interest in our fabrics, until the salesman can make his next call.

The letters which go out to the names on these lists are carefully prepared by the selling supervisors of each of our various divisions, and a fair volume of business is received by mail in response to these letters.

Our branch sales office managers in addition contact a special group of accounts direct.

Our road men also write their accounts acquainting them with special offerings that they can use and in some instances the use of the telegraph and telephone is resorted to in order to get the offering to the



AIM AT

WORLD MARKETS

WITH

PUNCH

Wherever English is spoken there is a market for your goods—and Punch will reach it for you. Letter after letter reaches Punch office to prove that Punch permeates throughout the civilised world, to be read everywhere from cover to cover, to be trusted everywhere like an old friend. Put this power, this prestige, behind *your goods, your services*. Plan now to advertise in Punch. Write to Marion Jean Lyon, Advertisement Manager, 10 Bouverie Street, London, E.C.4, England.

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account before it is sold in some other territory.

This aggressive, constant mailing campaign not only tends to keep our accounts advised as to the latest market data on offerings, but enables us to quickly cover any special group of accounts, if there is a possibility of a quick change in the market price of the fabrics that the accounts use.

In addition to this, we of course subscribe to a newspaper clipping bureau. As these clippings are received in our sales development department they are very carefully checked for the merchandise being advertised and correspondence with that store begins to try to ascertain whether sufficient fresh display material is on hand, etc. These letters, although tending more toward the display and advertising end, also carry some selling, and in some instances additional lines have been introduced.

Other advertisers, in different lines, will use different methods. Where style is not an important factor, where new items are not being brought out frequently, the method of follow-up may be quite different from that just described. However, good direct-mail effort, backed up occasionally by telegraph or telephone by either the salesman or headquarters, is essential to any good between calls follow-up.

Finally, where hand-to-mouth buying is prevalent an efficient and economical system of filling orders is essential. The Louisville Survey figures demonstrated on a larger scale the high cost of small orders. A year or so ago a New England wholesaler found that it was costing him about, let us say, \$1 to fill every order. To him small orders were ruinous. This wholesaler made an analysis. He saw that a certain number of small orders were essential in the holding of some of his best accounts. Therefore, he overhauled his whole shipping department. The result was that he cut his costs of filling orders by nearly 50 per cent. What this wholesaler did in New England can be done by a great many manufacturers in all parts of the country.

Of course, all that has been written so far in this article is predicated on the continued existence of hand-to-mouth buying. A careful study of the present situation would indicate that this condition will ex-

GOOD COPY

employs both
telescope and
microscope.

It plans for the
future while
taking care of
immediate
needs.

**HAWLEY
ADVERTISING
COMPANY**
Inc.

**95 Madison Ave.
New York City**

*Effective with the
September, 1931 issue*

The Macfadden Publications, Inc.

*Wish to announce
their operation and
management*

of

RADIO NEWS

*The policy will be to
continue the develop-
ment of Radio News
as an authoritative
Radio Medium of
Greatest Value to
Readers and the Radio
Industry.*

TECK PUBLISHING CORPORATION

350 Hudson St., New York, N. Y.

LEE ELLMAKER, President

WARREN P. JEFFERY
Vice-President
Advertising Director

HUSTON D. CRIPPEN
Vice-President
Advertising Manager

Also Publishers of

AMAZING STORIES
AMAZING STORIES QUARTERLY
COMPLETE DETECTIVE NOVEL
WILD WEST STORIES & COMPLETE
NOVEL MAGAZINE

ist, if not forever, at least for some time. This does not mean that it cannot be alleviated.

Alleviation must come about largely through educational efforts on the part of the manufacturer. As the hosiery manufacturer quoted earlier in this article pointed out, a number of dealers have learned good control methods. By far the majority, however, have not. This puts the educational job squarely up to the manufacturer.

Hand-to-mouth buying is simply turnover run wild. It is turnover carried far beyond the limits set for it by those who originally preached the value of the quick turn. Just as the manufacturer taught his dealers the lesson of turnover so must he now teach them of its evils. The pendulum has swung too far and it is in part the manufacturer's job to show the retailer where it should swing back to and rest.

There is not space here to discuss ways and means of doing this job. Here is only room to point out the necessity for doing it. It will be done and can be done. When, however, depends upon the manufacturers themselves.

In the meantime, the condition of small and frequent orders exists. It will continue to exist when business improves. Undoubtedly it will do its bit to retard recovery. In order to keep this retarding force from becoming too great, the manufacturer must meet the problem honestly and efficiently.

The best answer to hand-to-mouth buying is not hand-to-mouth production. It will be found, in fact, in two developments: First, education among dealers to win them away from hand-to-mouth buying gone mad, and, second, in meeting the situation fearlessly and turning it from a liability into an asset.

R. D. Stevens with Ellison & Sons

Robley D. Stevens, at one time assistant merchandising manager of Macdonald & Campbell, Philadelphia, has joined John B. Ellison & Sons, of that city. He was most recently with the Harttrampf Company, Atlanta, Harttrampf Vocabularies.

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Amity Leather Has New Subsidiary

Rolfs, Inc., has been formed as a subsidiary of the Amity Leather Products Company, West Bend, Wis., to manufacture luxury leather goods. The new concern has absorbed the John B. Stember Company, New York, manufacturer of ladies' handbags. Robert H. Rolfs, president of the Amity company, is president and general manager of the subsidiary. Bernard Stember, formerly president of the Stember company, will remain at New York as vice-president of Rolfs, Inc.

W. L. Roy, who has been with the Amity company and, before that, with the Hickok Manufacturing Company, Rochester, N. Y., has been made general sales manager of Rolfs, Inc.

New Account for Tulsa Agency

The Tanna-Menthol Company, which has moved its headquarters from Enid, Okla., to Tulsa, has appointed the Tulsa office of the Rogers-Gano Advertising Agency, to handle its advertising account. Distribution has been obtained in twenty-two States for Tanna-Menthol mouthwash and other products of the Tanna-Menthol Company which is now planning a new campaign.

M. G. Farrell Starts Own Business

Morgan G. Farrell has resigned as editor of *Mill & Factory Illustrated* to engage in business for himself. His activities will include consulting editorial work for that paper and other mediums in the technical and business field, as well as engineering publicity. His address will continue to be 420 Lexington Avenue, New York.

Coffee Account for Boston Agency

The Edmonds Coffee Company, Boston, has appointed Frank H. Jones, advertising agency of that city, to direct its advertising account. Newspaper and radio advertising in the East will be used.

Has Cosmetic Account

Varady-Vienna, Cleveland, makers of cosmetic devices and preparations, have appointed Gerstenberger Advertising, Inc., advertising agency of that city, to direct their advertising account. Magazines, business papers and direct mail will be used.

J. A. Malott Joins Carawave

J. A. Malott, for fourteen years with the Wurlitzer Company and, more recently, territorial sales manager of the Temple Radio Company, has joined Carawave, Inc., Cleveland, as director of sales.

No Forced Circulation!

The Newark Evening News has never resorted to the use of contests, club offers, premiums or other artificial means to force circulation growth. Progress has been made from year to year on MERIT ALONE.

The Newark Evening News circulation is home-delivered, true, honest; it enjoys the implicit confidence and undiluted faith of its readers—a reader interest built, not imagined, by years of sound journalism—a reader interest which has made the Newark Evening News the greatest sales influence in the Metropolitan Newark market.

Daily average circulation (1930)

157,916
copies

Newark Evening News

EUGENE W. FARRELL
Business and Advertising Mgr.
215-221 Market Street
Newark, New Jersey
O'MARA & ORMSBEE, INC.
General Representatives
New York Chicago Detroit
Los Angeles San Francisco

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1898 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: A 5144-4-6300, President and secretary, J. L. ROMER, Vice-President, R. W. LAWRENCE, Treasurer, DAVID MARCUS, Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 6 North Michigan Avenue, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGHENSEN, Manager, San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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A. H. Deute, Special Contributor

Chicago: G. A. Nichols

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, AUGUST 6, 1931

New Products or Improve the Old?

With increasing frequency PRINTERS' INK's readers' service department is receiving letters asking for information concerning the various aspects of the general problem of introducing new products. These inquiries, coupled with the evidence to be found in current advertising, leave no doubt that a large group of manufacturers are looking to new products as one method of taking up the sales slack.

There can be no quarrel with this policy, as a policy. The manufacturer who is courageous enough to introduce a new item in these times, and who is sensible enough to pick the right product, and who is smart enough to merchandise it properly, may honestly be able to refer to the current situation as a "so-called" depression.

But there is plenty of reason to dispute the application of the pol-

icy in a great many individual instances. As might be expected, there is a tendency to look upon the new product idea as offering an easy way out. Actually, it may prove a bumpy road back to normal profits and, in certain cases, it may turn out to be nothing other than a blind alley.

In many cases, improvements in the old line might properly be considered first, with the new product idea receiving consideration only after the old standbys have been given every chance to perform. There are few products that are not subject to improvement. The cost of these improvements is more easily determined than the cost of a new product. Moreover, the cost of merchandising the rejuvenated product is more easily forecast than the cost of merchandising an addition to the line.

But more important than these factors is the powerful point that with an improved product the organization can continue to concentrate on the line it knows best. The improved product, properly introduced to the organization, can be made to arouse all the enthusiasm that is naturally associated with a new product. At the same time, the staff is not being asked to venture upon more or less strange ground. Also, and most important of all, there is no likelihood that the established, dependable, bread-and-butter items will be forgotten in the excitement over the new item.

There are numerous instances where every sign unmistakably points to an addition of a new line. But the fact remains that in too many cases the addition of a new product is tantamount to a chase after a mirage, while right in the factory there exist opportunities for product improvements that offer substantial hopes for business betterment.

Help That Isn't Help

The latest issue of "On the Top," General Electric refrigerator house magazine, tells about the advertising efforts of the Arkansas Power & Light Company, which recently printed nearly

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30,000 circulars on cotton cloth instead of paper. The idea of this unusual plan was to help the cotton business of the State.

In theory it sounds like a great idea. Sure, let's print a lot of things on cotton, which will mean a lot more cotton used, which will mean a lot more dollars for the cotton mills, which will mean a lot more dollars for the cotton grower, which will mean a lot more dollars for the retailers, which will mean a lot more dollars for the Arkansas Power & Light Company. Thus everybody helps everybody else and prosperity once more reigns in Arkansas.

Actually the development of cotton as a material on which advertising messages can be printed is but a drop in the bucket when compared to the ills that beset the cotton industry. Using cotton for purposes which ordinarily are not considered to be the main purposes for cotton may be a spectacular gesture but that's about as far as it goes. If the idea is carried to its logical conclusions people of the great paper-producing States will begin to use paper substitutes for various materials, one of which, without doubt, will be cotton.

Somehow the idea of cotton books and paper clothes doesn't seem very intriguing. Certainly the brains of Arkansas ought to be able to think up a better one next time.

Organization and Office Politics

Alan C. Reiley point out that a company ridden by office politics usually has itself and not its personnel to blame. They point out that such politics generally grows out of a situation in which the duties of individuals are not exactly defined. This leads certain individuals to step over the bounds and include in their territory work and policies which do not rightfully come under their supervision.

It is this type of bad organization that lets the sales manager dictate production policies instead of performing a staff advisory

function. It allows the production manager to damn the sales force up hill and down dale for not moving the merchandise that his department can manufacture.

Although, as the authors of "Onward Industry!" point out, organization is as old as the history of two individuals working together for some common aim, organization as a study has not occupied the place in business that it should. A greater study of organization is needed so that executives may have a clearer understanding of what it implies. Too many of the ills with which business is beset go back to faulty organization, something almost inexcusable in the light of the fact that a great body of data on this subject is available to the executive who is willing to dig into the history of nations as well as of business.

Steel Stockholders and Wage Workers

One of those events has just taken place which only time can label with certainty as a mere coincidence or a really important change in business policy.

In the depression of 1921, United States Steel, then as now the premier industrial corporation, made three successive wage cuts—the first on May 16, the last one on August 29. The dividend rate was maintained.

At the much-discussed directors' meeting last week, the process was reversed. The directors reduced the dividend—did not cut wages. It is said that the directors had had made for them a statistical study of the wage situation and labor costs for several weeks before the meeting.

The dividend cut affects 150,000 stockholders, whose average holding is more than fifty shares. This fifty-share figure is somewhat misleading because of the large holdings of a few individuals and investment trusts.

There are approximately 210,000 wage-earners, whose income would have been reduced by a 10 per cent wage cut. The average stockholder, if the lower dividend remains in

force for a year, faces a loss of \$160. The wage worker, already receiving greatly reduced weekly wages because of part-time employment would, if his average wage is now \$15 a week, take a yearly loss of almost \$80.

It is interesting to speculate on which method—the dividend cut or the wage cut—keeps more money out of circulation.

All steel wage-earners, under present conditions in the industry, must spend practically all their money for food, clothing and rent. Some of the stockholders are saving income—putting it back into more capital goods, more production.

It would take much research to solve the interesting problem presented, when the additional fact is considered that thousands of workers are also common stockholders, who paid far above the present levels for their stock.

In any case, for the time being the directors of steel have totally reversed the previous process either as a temporary expedient or as a fixed policy based upon a more careful study of the whole situation than any outsider is in a position to make.

The Danger of Staleness

Daniel W. Dietrich, president of Luden's, Inc., in his recent PRINTERS' INK interview said:

"We endeavor not to allow the Luden story to grow old or to become stale. We do not want to live in the past nor to have a false sense of security as to our popularity with the consuming public."

This statement, from a man who gives advertising most of the credit for the remarkable sales growth of his company's product, goes deeper than a mere suggestion for freshening up the copy as a sales-building aid. Monotony and habit in manufacturing and general management have done more to drive concerns out of business than all the "impersonal economic forces," whatever they may be.

"There is a horrible thing in the world known as monotony,"

said Charles F. Kettering, vice-president of General Motors Corporation. When we continue to produce the same things indefinitely the product becomes monotonous and the people don't want to buy it.

"Research," he said, "is simply to find out what you are going to do when you can't keep on doing what you are doing now."

Deeper than research, deeper than the need for new advertising copy ideas is the danger to every nation and individual of going stale, of thinking about present problems in terms of the solutions of long ago.

Facts Show the Way

GENSLER-LEE JEWELRY COMPANY
SAN FRANCISCO

Editor of PRINTERS' INK:

We read with great interest your views expressed on pages 74 and 75 of the July 16 issue of your publication, in reply to my recent letter relative to the value of the local post mark.

We agree with your opinions, and feel that the illustrations cited should carry much weight.

In future mailings, we intend to be guided by your recommendations.

I hope that your other readers gained as much value from your answer as I have done personally. Your time and interest in going into this problem is greatly appreciated.

WALTER A. GABRIEL,
Asst. Advertising Director.

Portland Club Committee Appointments

The following committee directors and chairmen have been appointed by the Advertising Club of Portland, Oreg.:

Advertising agencies: Albert Byers, director; Mary Murray, chairman.

Past presidents: Everett W. Fenton, second vice-president, director in charge.

Program and entertainment: W. E. Hudleson, director; A. B. Wallace, general chairman; John R. Hutson, chairman of advertising and education; E. G. Harlan, chairman of general program; Blanche Anderson, chairman of music and entertainment.

"Spotlight": Editorial, Serena Rohan, director; Betty Hancock, chairman of publication committee.

Douglas Franklin Dead

Douglas Franklin, account executive for the Griswold-Eshleman Company, Cleveland, died last week. He was thirty-three years old and had been with the Cleveland agency for two years. He previously had been with the Firestone Tire & Rubber Company.

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

40 EAST 34TH STREET

NEW YORK

STANDARDIZATION
has worked wonders in
American production,
but not in the produc-
tion of good advertising.
Variety and originality
are copy essentials.

To assure those qual-
ities, the policy "Not
how much, but how
well" gives full scope to
our creative workers.

"NOT HOW MUCH, BUT HOW WELL"

Chicago Council and Legion Post Play Golf

The Chicago Advertising Council held its annual golf outing in conjunction with the Chicago Advertising Men's Post, American Legion, at the Columbian Country Club last week. J. C. Houser won a leg on the Max A. Berns trophy for first low net and Daniel W. Davis, with first low gross score, won a leg on the Seaman Paper Company trophy. Three legs must be won for permanent possession of these cups.

In the low net contest H. B. Todd and E. H. Morrissey were tied with Houser for first place, the latter being declared winner for lowest score on the last three holes. On this basis, Todd took second and the Chicago Post No. 170 cup and Morrissey won third place and first choice of the remaining prizes.

Other prize winners were the seventeen who placed first in each of the four-some flights, which were played under the chip system. These were: Harry Smedley, F. W. Bond, R. G. McKee, H. B. Hitchcock, W. S. Bremer, T. W. Merrill, Fred Fisher, H. Gabel, Joseph Hester, J. H. Johnson, C. L. McShane, F. M. Boughton, R. G. Olderr, Forrest T. Lowell, Miller Brannon, S. J. Robinson and P. W. Perkins.

D. C. Leetch won the prize for lowest number of putts and H. V. Strawn received the high gross award. There was also an aquatic competition in the club swimming pool and Hugh Falvey won the prize for that.

San Francisco Club Honors Past Presidents

Eighteen past presidents of the San Francisco Advertising Club have been awarded honorary active life memberships. Presentations were made at a recent meeting which was further signaled by the attendance of three of the seven men who founded the club in 1903.

The meeting was presided over by Herman A. Nater, president. Past presidents honored are: Rollin C. Ayres, who served as first president in 1903 and again as president in 1913; James A. Johnston, E. M. Swasey, L. A. Colton, Charles S. Young, Carl Brockhagen, S. P. Johnston, S. T. Breyer, Fred H. Mantor, Shirley Walker, John Cuddy, Hal H. King, R. M. Neustadt, D. W. Jennings, Walter A. Folger, Fred R. Kerman and Earl Burke.

This is the complete list of former presidents, with one exception, Fred Nelson, who has passed away.

* * *

William Collier Advanced by Dallas Bureau

William Collier, formerly assistant manager of the Better Business Bureau of Dallas, has been advanced to the position of manager, succeeding Wesley Gilliland, resigned.

Meeks Starts Business

- Frank H. Meeks, for over twelve years with the Printers' Ink Publications, has established his own business.
- His humanized appeal in copy and letters is now available to those interested in increasing their direct mail results.

Frank H. Meeks

Sales Promotion

350 Hudson Street

New York, N. Y.

TELEPHONE — WALKER 5-1671

Aug. 6, 1931

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The Only Philadelphia Newspaper

to Show an

ADVERTISING GAIN

FOR MONTH OF JULY

102,420 Lines

*The DAILY NEWS also
showed a gain for the
first seven months of
1937 over 1936.*

All of which is definite evidence that the DAILY NEWS must be the low-cost, prolific producer we have claimed to be and in making the advertising dollar go further.

**PHILADELPHIA
DAILY NEWS**

22ND AND ARCH STS.

CHICAGO

Chas. H. Shattuck
333 N. Michigan Ave.

NEW YORK

Macfadden Publications
2715 Graybar Bldg.

COMING

The Next Ten Years in Trade Association History

by

C. B. LARRABEE

Mr. Larrabee, Associate Editor of PRINTERS' INK, has been making a survey of the trade association as it is today and as it will be tomorrow. Four articles have already appeared. Two more are scheduled to appear under the above heading, starting in PRINTERS' INK next week. Others will follow in later issues.

Fourteen Ways to Cut Waste in Distributing Dealer Helps

by

E. B. WEISS

An analysis of the plans that are being employed by fifty advertisers to put the merchandising of dealer helps on a more efficient basis. The first of a series of three articles will appear next week.

Printers' Ink

The Little Schoolmaster's Classroom

ACCORDING to common conception of a truck driver's make-up, it would take a pretty high degree of crassness to wound one in a spiritual way. Which makes this incident, told by a member of the Class, worth recording.

The agency for which the Classmate works was sending out a shipment of booklets and he decided to ride along on the printing firm's truck to the post office to see that they got off all right. The driver was a typical member of his calling, a stolid-faced, tough-looking behemoth. Thinking to get a few insights into a truck driver's outlook on things and thereby be enabled to charge the dollar tip to the market research account, the Class member opened a conversation. He made a few conventional remarks about one thing and another and then offered the truck driver a cigarette of an uncommon brand. The latter accepted and puffed a while in silence. Then he said:

"This cigarette ain't so bad. Me, I smoke Chesterfields, though. I don't care much for 'em, but I like their advertising. None of this loud-mouthed stuff some of the others pull. You know."

While on the subject, here is another shattering insight into the discounted sensitivity of the soul of the menial worker. It has nothing to do with advertising, and yet might be something for an advertising man to think over. It is told by another member of the Class who also works for an agency and it also concerns a truck driver. This one had come into the office with a package and was engaging in a friendly word or two of conversation. He was encouraged in his loquacity and somehow the subject got around to writing. He dazed his listener with this remark:

"Yes, I do a little writing myself in a sort of an amateur way. The other day, though, I was reading about a guy that dictates his

stuff and has three stenographers in glass cages working at once. He dictates all she can handle to one and then goes on to the next while the first one typewrites. But those birds aren't so fast. They don't write so much. Look at *Plutarch's Lives*."

* * *

The Schoolmaster overheard two men talking in a midtown New York hotel.

"I tell you," said one, "it isn't good business to advertise the product and then not have it to deliver when the reader wants to buy it. I had to turn four buyers down yesterday because the factory is two weeks behind in orders. It makes them sore. I want to lay off advertising for, say, a month—then go back again."

"It sounds okay, but don't do it," said the other, "and I'll tell you why." Then he went into a fine, logical presentation of why a factory should continue to advertise even while oversold. He was a Chicago advertising agent. Had case histories, good examples.

The distributor made a rebuttal based on what would-be buyers had told him and the Schoolmaster found himself, willing eavesdropper that he was, being swayed now this way, now that.

The news is that such a discussion took place in July, 1931. That the product under discussion was an electric refrigerator, of course, explains a lot. The Class, however, should be glad to hear that some people can argue right now whether it is good business to advertise when oversold.

The agent won the argument.

* * *

Advertising, the Schoolmaster sincerely believes, is as fascinating a business as the world offers, else he would long ago have packed his books and departed for greener fields. Yet your Schoolmaster is ready to admit that there can be too much of any good thing and that, now and then, even the most

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CUT CORNERS

with POSTAL TELEGRAPH



One man uses it to conduct a market survey overnight. Another to stir his sales force to action. Another to follow through on jobs under way. All find in Postal Telegraph an efficient, effective means of cutting corners...speeding up business...getting things done.

Postal Telegraph makes a lot of hard jobs easy. It gets "in." It commands attention and gets action. It reaches 70,000 points in the United States and 8,000 in Canada with speed and accuracy and dependability...through an organization keyed to the demands of the modern business man, eager to serve them.



Postal Telegraph is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management. Through the great International System of which Postal Telegraph is a part, it reaches Europe, Asia, The Orient over Commercial Cables, Central America, South America and the West Indies over All America Cables, and ships at sea via Mackay Radio.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial
Cables



Mackay Radio

All America
Cables

Style Leads in HOME FURNISHINGS

And RETAILING leads in the reporting of home furnishings styles. This accounts, in part, for the nationwide distribution among department stores and departmentized home furnishings store that RETAILING has gained for itself.

RETAILING can help distribute your product.

RETAILING

A Fairchild Publication

8 East 13th St., New York, N. Y.

Announcement

Page-Davis School of Advertising announces a new, thorough home study Course in Modern Advertising. Prepared in co-operation with leading Agency men and prominent Advertising Managers. No text books, no theory, no red tape. Material all in loose-leaf form. An intensive plan of Practical Advertising training, based upon the "Learn By Doing Method." For information address Page-Davis School of Advertising, 3601 Michigan Ave. Dept. 424C, Chicago.

Net Paid Circulation now 21,345

Advertising Rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order, \$3.75.

PRINTERS' INK

pious devotee seeks shelter from the incessant call of advertising.

The Schoolmaster recently heard of a restaurant in Berlin that has turned itself into one large relentless advertising medium—an initiation, the Schoolmaster believes, of the culinary medium in advertising. Wall, floor and ceiling space in this restaurant has been sold to enterprising advertisers who wish to reach their prospects at that supposedly propitious moment of well-fed pliability. Advertisements are printed on the dresses worn by the waitresses. They are given space upon chair backs, tables and chinaware. Slogans are engraved upon knives and forks. Alas! Even the beer steins are not altruistic in their foaming invitation to imbibe, for they, too, are plastered with selling appeals. This, thinks the Schoolmaster, must be the ground plan for some cosmic ad-man's inferno, or, at least, the offspring of an agency man's nightmare.

* * *

"How did the word 'Turkish' come to be applied to pile towels?" When that question was propounded in class, the Schoolmaster's first impulse was to make a dash for cover. But he decided to put it up to C. B. Tanner, secretary of *Dry Goods Economist*. The way Pupil Tanner responded entitles him to a gold star.

In 1848, one Samuel Holt invented the process of weaving a fabric called terrycloth. "When in 1855," says Mr. Tanner, "the first towel of this type was presented to Queen Victoria, she was so pleased that she rewarded the inventor, Samuel Holt, with a medal and this resulted in such popularity that it secured great sale. The designation, 'Turkish,' is said to have been applied to the article on account of the large quantities shipped to Turkey due to the fact that a Turk had been in England and took some of these new towels back to Turkey with him. They were then and are still held in high estimation by the Orientals."

* * *

The Schoolmaster is now a critic of letterheads. Following

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The Hidden Man

HE may be hidden today back of a bunch of alder bushes on the bank of a river. He may be out in a boat on a land-locked lake in Maine or cussing the new balloon golf ball on a links above the ocean.

Wherever he is, he is still a potent influence in the sales promotion and advertising policy of his business.

He is on the phone to the factory at least three times a week.

His word carries the real weight that means a "yes" or a "no" on the plans for fall and winter which have been presented by space salesmen during the past few months.

He may be the president, the treasurer, the vice-president in charge of sales.

He is inaccessible—hidden from ordinary solicitation yet his co-operation and knowledge are essential to the adoption of any advertising plan.

We make no claim that every one of these hidden men will read your advertising message but a surprising number of them order their subscriptions transferred to their summer hide-outs.

To reach a most important group of "hidden men" just at the time when their word is going to count for most, advertise now in

PRINTERS' INK PUBLICATIONS

the receipt of a letter from a designer of letterheads he sees that what were once pieces of paper heralding a message or a plea for help, now assume some importance—they have character and almost human personality—or they don't.

Listen to what this expert has to say about letterheads and companies—companies that feel they want new ones, or companies that feel they don't want new ones:

"It takes a lot of patience, hard work and a few other things to convince some of these long established companies that their letterheads should be modernized—should not be the only thing about their business that has not progressed with the times. . . .

"We've been preaching better letterheads since the very first day our doors were opened for business and although many have listened to our sermon and been converted . . . there still remain many thousands of companies that have not yet seen the light—are still using the letterhead great, great-grandfather started in business

with back in the 'buyer be damned era'."

And that is why the Schoolmaster now looks at letterheads with an acute and critical eye.

Does your letterhead need changing?

Advertisers in Showmanship

A. B. LEACH & Co., Inc.
NEW YORK

Dear Schoolmaster:

First we read that advertising is "going entertainment."

Next we find that advertising agencies are to give test programs and send out questionnaires to determine what particular type of radio entertainment the public prefers.

As the old time tragedian would say, "Ye Gods!"

From the day of the Elizabethan miracle plays down to our possibly just as Elizabethan Mr. Carroll, theatrical managers have been trying in vain to find out exactly that.

Nobody knows why "Abie's Irish Rose" came near emulating the well known babbling brook. The authors and producer of "No, No, Nanette," are equally in the dark as to why that particular musical farce did immense business on the road, while it made but little impression on the New York public.

A NEW MAGAZINE

Research Laboratory Record

Devoted to research and industrial laboratories

\$5 for One Year's Subscription
Published Monthly
No free copies

Write for advertising rates
First issue date will be announced
soon

The FIRST Publication

in this great and growing field which spends over \$250,000,000 yearly for maintenance and equipment.

A "HORIZONTAL"

journal which top key executives in every business and industry will read. Research men and industrial laboratory directors and workers have long been waiting for such a journal to serve them.

NELSON PUBLISHING COMPANY

Room 611 Graybar Bldg., 420 Lexington Ave., New York City

This year, For it" w comedies of the compar withdraw pointedly ig Yet, they of entertain tical young ing to analy entertainme advertisers

Let the Pr

SCHOELLKOP
BUFFAL

Dear School

Your copy office, stage- accord with seems to be in that parti when agency in every pos

But, in the appeal, when office: with adjacent fire interior inva down the st from adjoining a chord in sympathetic.

Unquestion can produce under most but these are ever, with t for exterior- not produce are free from and sights, a quent, ad-lib, ton probably because its than those of

can have ent desires and r Agencies th work from men assigned should suppl sound-proof c doors and w looking upon distracting vi form of visi permanent im ditions would money-returni writers when mitted to cl doors—and th sign on them inside is not door is closed urgent importa Under such silence, freedd and from fro average copy could produce the agencies to

This year, "The Greeks Have a Word For It" was one of the most popular comedies of the New York season, but the company was forced to bashfully withdraw from Chicago after being pointedly ignored. Why, no one knows. Yet, they all come under the heading of entertainment. And now the statistical young men in the agencies are going to analyze and classify the whimsical entertainment-seeking public—while the advertisers pay the bill.

HOWARD SLOAT.

Let the Copy Writer Have Privacy, at Least

SCHOFFLKOFF, HUTTON & POMEROY, INC.
BUFFALO, N. Y., JULY 30, 1931.

Dear Schoolmaster:

Your copy writer who wants a brilliant office, stage-set for an "atmosphere" in accord with his subject for the occasion, seems to be "Reaching for the Moon" in that particular desire. These are days when agency expenses are being pruned in every possible branch.

But, in the opening paragraph of his appeal, where he outlines his present office: with a window looking out on adjacent fire escapes and walls, with its interior invaded by noise from a riveter down the street, as well as by voices from adjoining offices; his plaint touches a chord in my spirit that is wholly sympathetic.

Unquestionably an occasional genius can produce work of sustained brilliance under most disadvantageous conditions, but these are rare. Lesser writers, however, with talent but without capacity for exterior-effacing concentration, cannot produce inspired work unless they are free from attention-distracting sounds and sights, as well as free from frequent, *ad-lib*, interruptions. Bruce Barton probably does his best work at home because its surroundings are quieter than those of his office and because he can have entire privacy there if he so desires and requests.

Agencies that expect really high-grade work from the good copy men and women assigned to worth-while accounts, should supply them with practically sound-proof offices; alike as to walls, doors and windows. The windows, if looking upon uninspiring or attention-distracting views, should be of some form of vision-breaking glass. Such permanent improvement of working conditions would be in the line of legitimate, money-returning expense. Moreover, the writers when working should be permitted to close their sound-arresting doors—and those doors should have a sign on them stating that the worker inside is not to be disturbed, when the door is closed, except for business of urgent importance.

Under such conditions of approximate silence, freedom from eye distractions and from frequent interruptions, the average copy writer of normal talent could produce good work. It would pay the agencies to supply the conditions.

W. G. BARNEY.

Sales Executives

A well-managed sales agency, located in New York City, now doing a profitable business on a small capitalization needs a few thousand dollars to take on some new accounts and expand into new territories. This company has contracts from reputable manufacturers granting exclusive selling rights and employs a staff of field men who are making good money. We would like to discuss this investment opportunity with men who are, themselves, familiar with sales operations and can appreciate the returns possible from intelligently planned and effective sales work. Personal participation in our sales activities by exceptionally good salesmen can be arranged if desired. Closest scrutiny invited. All replies held in strictest confidence. Our own men know of this advertisement. Address "E," Box 80, Printers' Ink.

Are You? This Man.

We established this new manufacturing business in October, 1929. We have a splendid plant, a superior product and have already built up considerable good will and wide distribution.

We need an experienced treasurer and office executive who can command from \$50,000 to \$100,000. This is a remarkable opportunity for the right man to step into a business offering great possibilities in a delightful and growing up-state city.

"D," Box 229 Printers' Ink

EST. **XXX** 1898**Radio Talent**

Want an orchestra . . . a famous film star . . . a comedy team . . . a prima donna . . . ? Let the foremost theatrical agency in the world supply whatever radio talent you need.

Call Bryant 9-3646, or write
WILLIAM MORRIS AGENCY, Inc.
 Radio Department
 Mayfair Theatre Building
 Broadway at 47th St., New York City
 Chicago Los Angeles Paris London



HOW TO SELL HAWAII'S HUNDRED MILLION DOLLAR MARKET

Send for a SURVEY on the line or lines of merchandise in which you are interested

HONOLULU STAR-BULLETIN

NEW YORK	P. P. Alcorn, 500 5th Avenue
CHICAGO	P. P. Alcorn, 410 N. Michigan Avenue
SAN FRANCISCO	R. J. Schmitt, 742 Market Street
LOS ANGELES	R. J. Schmitt, Times Building
SEATTLE	R. J. Schmitt, Stuart Building

AVAILABLE AUGUST 15th SALES EXECUTIVE

Young, successful, national marketing experience through drug department stores, chains syndicates, Toilet Goods (Cosmetics). Wide experience branded foods. Management sales and field work—understands packaging, advertising display work, etc.

General sales or assistant. Willing to travel extensively if necessary. An organizer and builder. Company must be substantial yet not necessarily large that will permit earning minimum of \$8,000—\$10,000. Age 33, married, family, Episcopalian.

Address "G," Box 228, Printers' Ink

HOTEL DUEBILLS

Arranged by
J. R. KUPSICK

Advertising Agency
 122 E. 42nd St., N.Y.—LExington 2-1100

Metropolitan Outdoor Group Formed at New York

Representatives of twelve outdoor advertising companies operating in metropolitan New York met recently at that city and formed the Metropolitan Outdoor Advertising Association. The meeting was held in response to an invitation issued by Leonard Dreyfuss, vice-president in charge of educational activities of the Outdoor Advertising Association of America. Fred I. Hamm, of the General Outdoor Advertising Company, was elected president of the new organization.

Other officers elected are: W. J. Schloemer, of C. L. Schloemer, Inc., first vice-president; Louis Schwartz, of Highway Display, Inc., second vice-president, and Harry Gordon, of Diostway and Fisher, Inc., secretary and treasurer.

Members of the board of directors are: W. H. Mullen, P. J. Dunn, A. J. Cusick, James McElroy, Saul Wolf, Mr. Van Wagner, Mr. Schwartz, Mr. Schloemer and Mr. Hamm.

Changes on "The Melliand Textile Monthly"

Corporate control of *The Melliand Textile Monthly*, New York, has been transferred from The Melliand, Inc., to the Textile Manufacturers Monthly, Inc. E. W. K. Schwarz is president and editorial director. Leigh S. Toman, formerly with the *Textile World* and, at one time, advertising manager of the Automobile Journal Publishing Company, has been made business and advertising manager.

S. S. Henderson, also formerly with the *Textile World*, has been appointed manager of the Philadelphia district.

New Accounts for Sehl Agency

Golden Peacock, Inc., Paris, Tenn., toilet preparations, has placed its advertising account with the Sehl Advertising Agency, Chicago.

The Hess Witch Hazel Company, Brook, Ind., has also appointed the Sehl agency to direct its advertising account.

With Housefurnishing Paper

Albert L. Singer, formerly with the advertising department of *Giftwares and Decorative Novelties*, has joined the advertising department of *Pottery, Glass Lamps and House Furnishings*, which was recently purchased by the Hain Publishing Company, New York.

TORONTO
 HAMILTON
 HALIFAX
 MONTREAL
 LONDON, Eng.

"GIBBONS KNOWS CANADA"

J. J. GIBBONS Limited

CANADIAN ADVERTISING AGENTS

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WANTED:
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 ours. Salary
 the sooner is
 we will like
 in first letter

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Experienced Advertising Manager of national trade publication, New York, requires change. Desires Eastern representation of a trade publication. Box 309, Printers' Ink.

Trade Papers Wanted—One or two established Trade Papers or Directories wanted by responsible publishing house. Please give full particulars in first letter. Replies kept confidential. Box 306, P. I.

A PRINT SHOP manned by craftsmen, who can and do create **DISTINCTIVE PRINTING**. Located up country, in New England, where production costs are moderate. Handle direct mail, house-organs or small publications. Box 300, P. I.

ARGENTINA

Nationally known manufacturer invites three or four manufacturers to consider with them the benefits of jointly opening a sales office in Buenos Aires, for the purpose of reducing sales costs and at the same time to put behind the various products a more active and better control of sales effort than is possible when dealing only through agents. Write for particulars to Box 998, Printers' Ink.

EMPLOYMENT SERVICES

● **Walter A. Lowen** ●
Serving leading Agencies with trained personnel. Confidential interviews: 9-1. Vocational Bureau, Inc., 105 W. 40th St.

General Managers, Sales Managers, Advertising Managers, Comptrollers, Treasurers, other important men have for thirteen (13) years engaged us to negotiate new connections. **INDIVIDUAL. CONFIDENTIAL.** Jacob Penn, Inc., 535 Fifth Ave. at 44th St. Established 1919.

HELP WANTED

ARTIST

Expert in black and white. Syndicated newspaper service. Key position for man with outstanding ability.

D. H. LIVINGSTON

MEYER BOTH CO., 71 West 35th St.

ADVERTISING SPECIALTY SALESMEN—A leader in this industry is looking for several men who understand the place of the advertising specialty in the general advertising program and can present plans and product intelligently. Give details of your experience and territory you cover. Box 307, Printers' Ink.

WANTED: Experienced agency salesman who really wants to work. Must know agency service and media. If you cannot enjoy constant contacting of a vigorous sort don't waste your time and ours. Salary to start about \$2,500 and the sooner it becomes \$10,000 the better we will like it. Send complete details in first letter. Box 304, Printers' Ink.

EXPERIENCED SIGN SALESMAN to handle an established line of high-class business-getting signs and displays. Open territory. Liberal commission. Box 302, Printers' Ink.

MISCELLANEOUS

I WRITE JINGLES

that put pep into ads. Samples on request. H. M. Caldwell, 339 Carondelet, New Orleans, La.

POSITIONS WANTED

New England Advertising Salesman, 14 years in territory on trade publications, specialties and display advertising. Will consider any proposition of Merit. Box 305, Printers' Ink.

Man with Eight Years' Experience as production and purchasing manager of lithographed window and store displays. Knowledge of printing and photo-engraving. Box 303, Printers' Ink.

EDITOR—Versatile university man under 30 with unusual experience in magazine, newspaper and publicity work. Enthusiastic references from previous connections. Box 308, Printers' Ink.

SALES TRAINING SPECIALIST, widely experienced in preparing and conducting training courses, wants job as assistant to Sales Manager, to prepare complete, specialized training program. Box 996, P. I.

TYPOGRAPHER

of outstanding ability, seeks new connection. Splendid background of experience. Thorough practical knowledge of the graphic processes. Box 997, P. I.

ARTIST with ideas, versatile, layout, lettering, still-life and small illustration, rough to finish, wants a part-time connection. Box 999, P. I.

A Salesman with successful background of training and experience would like to represent manufacturer of any worthwhile product in either Pacific Coast, South or Southwest territories. Topnotch credentials and bond if required. Box 310, P. I.

ADVERTISING MANAGER; 34; married. Ten years' advertising experience covering organization, production, layout, copy departments. Mechanical Engineer, University of Virginia. Past associations and recommendations of the highest type. Box 301, Printers' Ink.

EDITOR or WRITER

Internationally recognized author; 44 years of age; engineering education; broad experience on publications and assignments; free to travel or locate anywhere. Write or wire P. O. Box 18, Hollywood, California.

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"It would be well for the salesman to adopt
a slogan: 'Ask for the order often.'"

—*Automobile Sales Manual*

You may be losing hundreds or thousands of dollars through failure to apply this sound advice in selling by the written and printed word as well as in selling by the spoken word.

Study what happens after your magazine, newspaper, or radio advertising brings in inquiries.

You *asked often* for those inquiries with a well-planned *series* of advertisements or radio programs.

In answering those inquiries do you "*Ask for the order often*" —as often as you asked for the inquiries?

Is your direct advertising that asks for *orders* as well-planned, as skillfully prepared, as systematically used as your publication or radio advertising that asks for inquiries?

The preparation of direct advertising that asks for orders plainly, persistently, profitably is an art that Evans-Winter-Hebb Inc. has practiced for many advertisers.

We will be glad to give you further details without obligation on your part. Write today.

EVANS-WINTER-HEBB *Inc*

820 HANCOCK AVENUE WEST

DETROIT

NEW YORK ADDRESS • 420 LEXINGTON AVENUE

The Evans-Winter-Hebb organization has within itself both capable personnel and complete facilities for the preparation and production of printing, direct advertising, and other sales literature: Market Research • Analysis and Plan • Copy • Design • Art • Photo-Engraving
Letterpress and Offset Printing • Binding • Mailing

Aug. 6, 1931

More
advertising
appealing to women
is printed in the
Chicago Tribune
than in any other
Chicago
newspaper—

BECAUSE

more women
read the Chicago
Tribune than read
any other Chicago
newspaper.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

AVERAGE NET PAID CIRCULATION SIX MONTHS ENDED MARCH 31, 1931:
IN EXCESS OF 805,000 DAILY; MORE THAN 1,875,000 SUNDAY

Eastern Ad. Office, NEW YORK
220 E. 42nd St.

Southern Ad. Office, ATLANTA
1823 Rhodes-Horvath Bldg.

New England Ad. Office, BOSTON
718 Chamber of Com. Bldg.

Western Ad. Office, SAN FRANCISCO
820 Kell Bldg.

